

Newspaper Clips April 30, 2014

HT.Com ND 30.04.2014 P-1

1,100 challenges to IIT question paper

Vanita Srivastava

NEW DELHI: Even as one Physics question has been retrospectively dropped from the online exam of JEE(mains), more than 1,100 students have challenged some answers to the questions that were uploaded on the website.

Question no 7 of Physics of the online exam on April 19 was dropped because none of the options were found to be correct.

The Central Board of Secondary Education which conducts the JEE(mains) exam had uploaded the answer key after 7 pm on April 28. The candidates

were allowed to challenge the answers till 5pm on April 29. But students faced problems since the 'none of the above' option could not be uploaded till noon.

"If any answer is actually found to be incorrect, then all the students will benefit," said CBSE officials.

Deccan Herald ND 30/04/2014 P-8

Now, register online for 2014 JEE-Advance

NEW DELHI: Joint Admission Board (JAB) of the Indian Institutes of Technology (IITs) has introduced an online registration facility for the candidates eligible to take the Joint Entrance Examination (JEE)-Advance this year.

The board will open registration for the nation-wide test on May 4 at the JEE-Advance

portal, a day after results of the JEE-Main is set to be declared. The registration will be closed on May 9.

Candidates for the JEE-Advance, to be held on May 25 for admissions to IITs and Indian School of Mines (ISM), Dhanbad, will be shortlisted by the JAB on the basis of their performance in JEE-Main, the

written exam for which was conducted on April 6 and the online exams were held on April 9, 11, 12 and 19.

The JEE-Main was held for admissions to the centrally-funded technical institutes including National Institutes of Technology (NITs) and some state engineering colleges.

From the all India merit list

of JEE-Main, the JAB will shortlist top 1.5 lakh candidates for JEE-Advance, keeping various other eligibility criteria in mind.

Of the total candidates, 27 per cent candidates will be shortlisted from Other Backward Class (OBC), 15 per cent from Scheduled Castes (SC) and 7.5 per cent from Sched-

uled Tribes (ST). In each of the category, 3 per cent reserved for persons with disability.

The cut-off mark for JEE-Advance in various categories will be made available to the candidates at its website from May 2 onwards. The results of the JEE-Advance will be declared on June 19.

DH News Service

Hindustan Times ND 30/04/2014P-10

COMPUTER BLUNDER

JEE drops one question of online exam, decision on challenges today

Vanita Srivastava

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NEW DELHI: Even as one question of Physics has been dropped from the online exam of JEE(mains) held on April 19, more than 1100 students have challenged some answers of the questions that were uploaded on the JEE website.

The question No 7 of Physics of the online exam was dropped because none of the options were found to be correct. Nearly 14 lakh students had appeared for the JEE(mains) of which nearly 80,000 had appeared for the online exam on April 19.

The CBSE, which conducts the JEE(mains) exam had uploaded the answer key to the questions on April 28. Candidates were allowed to challenge the answers till 5 pm on April 29. But many faced problems since the option

SO FAR, THE IITs HAVE NOT ALLOWED THE STUDENTS TO CHALLENGE THE ANSWERS THEY PUT ON THE JEE WEBSITE

of 'none of the above' could not be uploaded till noon of April 29.

"It is for the first time that the students have got a chance to challenge the answers. In fact I have also got many mails also in this regard and all of them will be put before the expert committee which meets on Wednesday. The ultimate decision will be taken by the experts. I want to make this clear that if any answer is actually found to be incorrect, then all the students will benefit and not just who have challenged the

answer by paying ₹1000," Vineet Joshi, CBSE chairman told HT.

"We have found two answers of Physics and one answer of Chemistry as incorrect and our students have challenged it," says an expert from FIITJEE in Delhi.

"We have found four questions of Physics and one question of Chemistry incorrect. In one question of Physics, the answers in Hindi and English were different," says Shailendra Maheshwari of Career Point, Kota. However, a senior IIT professor of Physics said: "All the Physics answers of the offline exam are correct."

So far, the IITs have not allowed the students to challenge the answers they put on the website. The results of JEE(mains) will be declared on May 3. More than 280 students have earlier challenged their OMR sheets and computer responses.

Hindustan Times ND 30/04/2014 (hteducation) P-3

UPES to conduct entrance test online using remote proctoring

HT Education Correspondent
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University of Petroleum and Energy studies (UPES), Dehradun, will conduct online examinations with remote proctoring technology. According to

UPES, this has been enabled for the first time by a university in India to help aspirants and distance-learning students to take entrance tests and semester exams from any location. All that

a student needs is a laptop/desktop, a webcam and an internet connection. Under this engagement, around 300 candidates have taken the UPESMET-2, an online MBA entrance test for admission to 10 MBA pro-

grammes in the specialised sectors of oil and gas, power, energy, infrastructure, aviation, port and shipping, international business and others. The next entrance test will be held from May 2 to May 4, 2014. The last

date to apply is April 30, 2014. Interested candidates must have scored a minimum of 50% marks at the higher and senior secondary level and 50% marks in graduation from a recognised university.

A candidate can apply online on the UPES website: http://upes.ac.in/UPES_MBA/index.html?media=career360. Candidates can also collect the UPES prospectus and application form from the university.

UGC in line of HRD ministry fire over green tribunal gaffe

Akshaya Mukul | TNN

New Delhi: Inaction by University Grants Commission to present views of HRD ministry in the National Green Tribunal nearly got education secretary Ashok Thakur arrested in



Ved Prakash

March. The arrest was averted, but a miffed ministry has sought explanation from UGC chairperson Ved Prakash, asking him to fix responsibility for the fiasco.

Lawyer and activist MC Mehta had gone to the NGT stating that universities were not following the SC order on making environmental studies mandatory. UGC and HRD ministry were made a party to the case. In late March when it came up for hearing before the principal bench of NGT, arrest warrant was issued against the secretary as there was no one to represent the ministry. But it came to the ministry's notice that UGC counsel, who was present in the court on that day, later said he did not defend HRD's interests since the UGC secretariat had not asked him to do so. All this happened despite the ministry having written to UGC in February to "watch its interests" in the NGT.

The news of arrest warrant against Thakur was also brought to the ministry's notice not by the UGC or its counsel but by police. After Thakur sought explanation from Ved Prakash, UGC filed a reply in the NGT on April 4, but did not make HRD ministry's letter a part of it. A senior ministry official asked UGC secretary JS Sandhu, dismissing UGC counsel's excuse that he could not defend HRD since he did not have the power of attorney to do so. Ved Prakash has apologized to Thakur and also set up a panel to safeguard the interests of UGC and HRD.

UGC to go the online way, to introduce open courses

Staff Reporter

E-content available with commission will be used to implement the new system, says vice-chairman

The University Grants Commission (UGC) has decided to implement Massive Open Online Courses (MOOCs), its vice-chairman H. Devaraj has said.

MOOCs will help students pursue distance education in a big way, he said, adding, "We have lot of e-content and e-patshala available with us with which we will implement the new system."

Delivering the convocation address recently at Sathyabama University, Semmanchery, Mr. Devaraj called upon educational institutions to concentrate more on accountability. Over the last 60 years, the country had achieved access and equity in the education system, he said. "As we have achieved access and equity, we now have to bring in excellence to the higher education system."

Sathyabama University founder-chancellor Jeppiaar exhorted students to pursue higher education, stating that a mere undergraduation qualification would be unlikely to fetch them the big jobs. "You should pursue higher studies and become job-providers rather than job-seekers," he said.

The university conferred honorary doctorate degrees on K. Sivan, project director (GSLV), Vikram Sarabhai Space Centre, ISRO, film script-writer Arur Doss and Nagaswaram exponent Mambalam M.K.S. Siva.

A total of 1,539 undergraduate and 933 postgraduate students received their degrees, with a large number of them being gold medallists. Besides this, 85 research scholars received their doctorate degrees.

The placement record for 2013-14 stood at 72.83 per cent.

Keywords: [University Grants Commission](#), [Massive Open Online Courses](#), [distance education](#)

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THE TIMES OF INDIA

UGC directs varsities to recognize CBSE's new subjects for admission

TNN | Apr 30, 2014, 03:18 AM IST

PUNE: The University Grants Commission (UGC) has directed all universities to take appropriate steps to recognize 13 new subjects introduced by the Central Board of Secondary Education (CBSE) at Stds XI and XII level for admissions to undergraduate courses.

"The CBSE has introduced various academic subjects at the senior secondary level. It is imperative that these subjects find a reflection in the subjects already being offered at the graduate level in various educational institutes," UGC deputy secretary Shakeel Ahmed stated in a letter sent to vice-chancellors of all universities on April 22.

Ahmed added, "It is important that appropriate consideration may be accorded while admitting students to the undergraduate courses at the college/university level."

A senior official at the University of Pune said, "The UGC's letter will be put up for consideration before the appropriate bodies, including the academic council, for a decision regarding implementation."

Sadhana Parashar, director of CBSE's academics, research and innovation wing, had earlier written to the UGC secretary that the 13 new subjects have been introduced as elective/optional subjects at the senior secondary level (Stds XI and XII).

"The scheme of studies for these new subjects is rigorous in nature and designed specially with the industry and employability avenues in mind," Parashar stated. For instance, the subjects can provide avenues in the legal profession, mass media, entrepreneurship, graphic design, creative writing and translation, theatre studies and biotechnology, among others.

While some of these subjects were introduced two to three years ago, others have been introduced at the Std XI level this year and will be a part of the Std XII board exam for the first time in 2015.

Parashar had stressed the need for these subjects to find a reflection in the courses offered at the undergraduate level in various departments, colleges, institutes and universities.

"This may be brought to the notice of all concerned institutes so that students face no difficulty when they pass out from Std XII. The information brochures, prospectuses, websites or any other form of communication may accommodate the names of these new academic subjects, so that students may be treated as eligible for admission to higher education as per their preferences," she stated.

Stephen's prof Narain faces inquiry

College Targets Activist For Her Comments Which She Denies; Disciplinary Action Likely

Manash Pratim Gohain | TNN

New Delhi: It seems like a foregone conclusion. The inquiry ordered by St Stephen's College against its associate professor of some repute, Nandita Narain, is likely to lead to disciplinary action against her and even dismissal from service. The convenor of the inquiry committee is former Delhi high court judge Justice Manmohan Sarin, principal Valson Thampu's nominee on the governing body (GB) and an alumnus of the college. The report will be placed before the chairman of the governing body, Bishop Sunil Singh, on May 1 when Narain's fate is likely to be sealed.

What's the enormity of her crime which has led to the college initiating such grave action against one of its most prominent and committed teachers? She is facing allegations of making defamatory remarks against the principal and the college in a news report though she claims that the remarks attributed to her were completely distorted and has also sent a clarification to the paper as well as to the principal. (See graphic)

According to sources, Narain has objected to the constitution of the inquiry committee as all the three members are from the GB. According to GB sources, Sarin was critical of Narain on the issue when it came up for discussion in January. Finding herself cornered, Narain moved Delhi HC against the inquiry on April 16.

Narain, who has been employed with the college for 23 years, was an alumnus for five years before that. A teacher activist, she has been leading the teachers' struggle against the four-year undergraduate programme (FYUP) introduced by the university in 2013.

In a memorandum on April 1, 2013, the gender sen-



NANDITA NARAIN
Associate Professor, mathematics

THE ISSUE

In February and March 2013, St Stephen's students raised the issue of curfew hours for girls in hostel and gender inequality in rules. The gender sensitizing committee, consisting of an elected representative from each class, gave a representation to governing body (GB) of college, highlighting the issue of alleged intimidation by authorities to suppress discussions. In the subsequent GB meeting on May 16, 2013, an item was put on the agenda for immediately replacing Ordinance XV(D) (which was approved in 2004 on the basis of Visakha Guidelines) with the new act relating to law on sexual harassment in workplace. The new act allows formation of a complaints committee via nomination by the employer instead of elected representatives and student representatives as laid out in Ordinance XV(D).

sitization committee (GSC) wrote to the GB about the rules for women in hostel and the remarks made by the college authorities during the general body meeting (GBM) on March 25, 2013. The GSC was raising the issue of locking college and women's hostel gates by 10 pm while for the men the college campus remained open beyond 10. The memorandum also stated that during the GBM, Thampu said: "It's a con-

THE CASE

Controversy over news report on June 17, 2013, in which Narain quoted as saying:

'The principal wanted an ordinance passed in order for him to rule out any protest against his authority and so that the complaints committee members be selected by him. If this Ordinance 16B is passed in Parliament, it will be misused by the likes of him. Thankfully, it has not become an act of Parliament yet because people from his own church are opposed to its undemocratic statutes.'

'The principal seems to be running this anti-thesis (sic), talibanised pathshala. He is himself marred by allegations of sexual harassment. The point is that there is nothing



wrong in having a debate to solve issues.'

Narain says on July 26, 2013, she wrote to the paper: 'While the general thrust of the article, which is on gender issues, is in the right spirit, the remarks attributed to me are completely distorted. There are serious factual inaccuracies, such as in the reporting about the act on sexual harassment at workplace, which has

not yet been notified, being sought to be brought in to replace Ordinance XV(D) of Delhi University (wrongly described as Ordinance 16B). Apart from such inaccuracies, there are remarks attributed to me that I have just not made. Either the reporter has misunderstood parts of a garbled telephone conversation or obtained the information second-hand from some other source such as facebook and students and mistakenly attributed it to me.' (The clarification has not been published so far, says Narain)

On January 8, 2014, issue arising out of the minutes of the May 16, 2013 meeting raised at a GB meeting

Narain was alleged to have made defamatory remarks against the principal

and college

An inquiry instituted with GB member former Delhi high court judge Justice Manmohan Sarin (principal Valson Thampu's nominee) convener of the committee

Other members of the committee include Dr Sudhir Joseph (bishop's nominee) and Delhi University proctor

Inquiry committee met twice on March 8 and 26, 2014

On April 3, 2014, Sarin wrote to Narain to appear on April 18

Narain moved Delhi High Court on April 16

Narain appeared before the inquiry committee on April 18

GB to decide on the basis of inquiry report on May 1, 2014

COMMITTED TEACHER AND AGGRESSIVE CAMPAIGNER

Twice elected to executive council | Twice elected to academic council



trived grievance. Unfortunately, this particular grievance has been given undue importance because of a small group of mischief-makers." The memorandum further stated that after the GBM, the administration has also devised a new set of rules, including action against any student who 'disturbs the tranquility of residence' and an annual reapplication to residence through an interview with the principal.

"The principal has also threatened to shut down residence facilities and take action against the initiators of the agitation."

This is what sparked off the entire row with Narain being quoted in the press as having criticized the principal and her subsequent denial of the words used in the news report.

While Narain refused to comment on the issue saying it was sub judice, in her reply

to the show-cause notice, she stated: "I reiterate that there was and is no intention to denigrate our college or the office of the principal. However, it is my duty as a teacher, as president of the staff association and as a teacher representative on the GB to bring to the notice of the community serious matters concerning the welfare of the college, its students, teachers and staff." She, however, raised questions about

the setting up of the inquiry.

When asked for his comments, Thampu said: "The proceedings of the GB are sacrosanct and should not be a matter of public discourse. People should have some respect for institutions and legal arrangements. Why are we scared of truth? When anyone who belongs to the teaching fraternity tries to obstruct or obfuscate the truth, it is all the more embarrassing."

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Manipal grad Suri is Nokia CEO

Sujit John & Shilpa Phadnis | TNN

India-born Rajeev Suri has been appointed CEO of the \$18-billion Nokia — the second Indian to be made head of a major global technology company in less than three months. Satya Nadella was elevated as CEO of Microsoft in February.

Both Suri and Nadella are graduates in electronics and communications at the Mani-

FULL COVERAGE: P 23

pal Institute of Technology.

Suri, 46, is widely recognized as the man who turned around Nokia's ailing networking business, which competes with China's Huawei, Sweden's Ericsson and France's Alcatel Lucent. Networking is the primary business of the 149-year-old Finnish company after it sold its

DESI GLOBAL CITIZEN

► Suri, 46, calls himself an international citizen: born in India, raised in Kuwait, university in India and a career that has involved living in Singapore, Finland, the UK and Nigeria

► His preferred cricket team is Indian side led by Dhoni



► Wife Nina is an entrepreneur with offices in Singapore, London and the US

“You are the university and teachers that made me what I am — Suri, in a mail to teachers at Manipal Institute of Technology

flagship mobile phone division to Microsoft last year.

The appointment sent the company's share price up by more than 7% on the Helsinki stock exchange. The company operates in 150 countries and has nearly 60,000 employees.

In an email to employees after his appointment, Suri described himself as an “inter-

national citizen” — born in India, raised in Kuwait, with a career spanning Singapore, Finland, the UK and Nigeria.

“While the fact that my preferred cricket team comes from India may say something about my roots, I now have friends, family and colleagues in many, many countries. As a result, I tend to focus more on

Madras HC quashes ₹2,400cr tax on telco

The Madras high court on Tuesday quashed the Rs 2,400-crore value added tax imposed on Nokia. However, the court directed the company to pay 10% of the tax or Rs 240 crore as deposit within eight weeks to the Tamil Nadu commercial taxes department, which would now re-assess the company's tax liability. P 23

people than on place.”

Early in his career, Suri worked at ICL India and the RPG Group. He joined Nokia's telecom business in India as a system marketing manager in 1995 and became senior vice-president of Nokia Networks Asia Pacific within a decade.

► ‘The right person’, P 24

Suri a fun-loving guy but serious about goals: Classmate

It Was A Very Intelligent Move On His Part To Enter Telecom From Initial Stage Of His Career, Says MIT Alumnus Swara

Sanjay Yadav | TNN

Gurgaon: Manipal Institute of Technology certainly has a reason to celebrate. After Satya Nadella took over as CEO of Microsoft in February, Rajeev Suri being named Nokia's CEO on Tuesday augmented the joy for the institute's old boys and current students. One such alumnus, Vishal Swara, a Gurgaon resident who now runs a security solu-

tioning company, spoke to TOI on Tuesday about his college days with Suri. They were classmates and roommates at Manipal and he remembers Suri as "a happy go lucky guy with clear goals in life".



SWEET MEMORIES: Rajeev Suri (R) with Vishal Swara

"We were inseparable and were popularly called the 'Suri-Swara'. He was a rocking fun-loving guy who was into music and bikes but was equally serious about academics and realizing his goals," said Swara, who pursued a B.Tech degree in electronics and communication between 1985 and 1989. Incidentally, Nadella, a year senior to Suri and Swara, also completed the same course.

Swara fondly remembers the time spent watching English flicks at the Diana theatre and hanging out all day at the Kediyoor Heights restaurant. "Our fa-

vorite destination while travelling was Jog Falls, which we usually rode to on my 100cc Suzuki bike," recalled Swara, who found Suri's foresight commendable.

"At a time when telecom was a virtually non-existent and untested field, he entered it even as his counterparts took up bigger offers from electrical companies," he said.

"I think it was a very intelligent move on his part to

enter telecom from the initial stage of his career. I think his next decision to stay with one company (Nokia) has also worked in his favor. These two important decisions can be attributed to his wisdom, vision and intelligence. He exemplifies qualities that lack in today's engineers," added Swara, who said that Suri had sent him an SMS about the promotion.

In an email last week to the Manipal Institute of Technology, his alma mater, Suri said he spent the best time of his life there. "A great university with wonderful teachers, fantastic memories and deep, lifelong friendships. You are the university and teachers that made me what I am... Recently you have shown your pride quite publicly, and for that I am ever so grateful," he said.

Global citizen & cricket buff

TIMES NEWS NETWORK

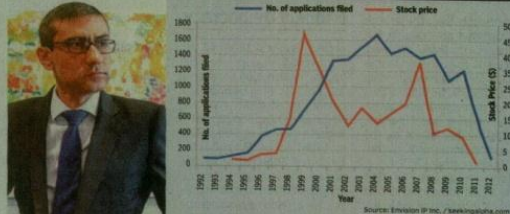
Rajeev Suri considers himself to be a global citizen and so is his family. The Nokia honcho has made Finland his home since 2009 and he plans to spend more time there than in the past. His wife Nina is an entrepreneur who has offices in Singapore, London and the United States.

"My family will be with me when they can, although this is not always easy as my youngest child is finishing high school on one continent, my eldest is in college on another and my wife Nina is an entrepreneur. Despite these challenges, my family has and will always be, the centre of my life," said Suri in an email to employees.

Outside of work, Suri is a cricket buff batting for Team India. "While the fact that my preferred cricket team comes from India may say something about my roots, I now have friends, family and colleagues in many, many countries. As a result, I tend to focus more on people than on place," he said.

Suri sees Nokia's three strong businesses - Networks, HERE (maps), and Technologies - linked by a common vision of how the world of technology will evolve. "Technologies can lead Nokia into new product areas and business models, he added.

NOKIA'S STOCK PRICE & PATENT FILING HISTORY ARE IN TANDEM



- Manipal-educated Rajeev Suri has held over a dozen jobs in the Finnish company since joining the firm in 1995
- A big fan of the Indian cricket team, Suri had worked with RPG and ICL in India before joining Nokia
- He believes that the Nokia of the present has a different DNA and it must have the courage to know what to leave behind

Suri & Satya put MIT on top

Jaldeep Shenoy & Prakash Samaga | TNN

It's time for Manipal Institute of Technology to take a bow and be counted on par with the more hallowed IITs and BITS' of the world. In the space of 12 weeks, two of the most famous technology brands in the world, Microsoft and Nokia, have named MIT alumni as their CEOs. Understandably, this coastal campus is ready to uncork the bubbly.

"Satya and Suri provide strong testimony to fact that at MIT the emphasis is on holistic development of students. Two of top Fortune 500 companies being led by MIT alumni is indeed a noteworthy achievement. Students who leave the portals of this engineering institute are quality products. It's no coincidence or accident that these two MITians have made it big," said a visibly elated Vinod V Thomas, director, MIT. Suri graduated in 1989, a year ahead of Microsoft's Satya Nadella. "I remember teaching Suri. He was a bright student and al-

ways looked enthusiastic," said Dr Prabhakar Nayak, HOD, E&C, MIT. Naturally, the students are ecstatic. "The year 2014 will perhaps be the most rewarding year with two MITians reaching the zeniths of their career. They have set a goal for all of us," said Simantika Mohapatra, a sixth semester student of Electronics & Communications. "I was Suri's batch-mate. He was a brilliant student. He was a friendly person," G Muralidhar Baiyya, an associate professor at MIT said.

'Indian diversity fuels innovation'

Namrata Singh | TNN

It's three cheers yet again for the Indian global leader. After Indra Nooyi (PepsiCo), Nitin Nohria (Harvard Business School), Rakesh Kapoor (Reckitt Benckiser), Anshu Jain (Deutsche Bank), Satya Nadella (Microsoft) and many more, we now have Rajeev Suri as head of a major global corporation - Nokia.

With the words 'India-born' preceding every other new global CEO's name, the question is, what's driving this? Experts attribute it to India's cultural diversity and Indians' comfort with mobility. Indians adapt quickly to any environment, thanks partly to their command over the English language.

"The ability of Indians to adapt seamlessly to the global business environment, their openness to experiment with international food and cuisine, an excellent balance of analytical and creative minds, and the willingness to accept an assignment in a challenging geography from the political or climate standpoint have made Indians the preferred choice compared to other nationalities," said Arvind Agrawal, president (HR & corporate de-

India has provided a good academy, if you like, for producing individuals who are used to going where the world was not going. Other cultures are much less able to travel

Damien O'Brien | EGON ZEHNDER CHAIRMAN

Given our strong emphasis on family and social relationships, Indians work effectively in groups with humility, a lost trait these days

Rajiv Burman | MANAGING PARTNER, LIGHTHOUSE PARTNERS

velopment), RPG Enterprises. Frans Johansson, CEO of The Medici Group, said India is an incredibly diverse country, and this diversity powers a culture of innovation and agility. "Any manager aspiring to an executive leadership role in companies like Nokia, Microsoft or PepsiCo will need to be able to work across and harness a workforce of diverse cultures, perspectives, and backgrounds to innovate," he said.

Ronesh Puri, MD, Executive Access India, attributes Indians' success to their being great problem solvers and their ability to work well in ambiguity.

Suri's 5 mantras

Within hours of taking over, the new CEO spelt out a 100-day roadmap to Nokia employees

Engage & Understand

Over his time at Nokia, Suri held about a dozen different jobs, "each one requiring new learning. I never want to be limited by what I know today, by what is familiar. I tend to gravitate to where the opportunities are, and where there is the most value to be created."

Plan Ambitiously

Suri's priority is to deliver on strategy with a credible execution plan. He believes its networks business needs to turn its new strategy into a bolder financial plan. "Technologies must prioritize its efforts while not missing a beat in leveraging our strong patent portfolio; and HERE must ensure that our heavy investment is set to deliver the right returns," he said.

Implement Business System

This system will include performance management, operational governance, talent development and rotation, focused M&A and integration practices, cost management models, and more. "To be clear, this is not about removing ownership from the business units, but rather ensuring we have the capability to effectively optimize the company to support those businesses."

Clarity

Suri wants to define what is common across businesses and what is different. "Before the end of the next 100 days, I want to see us have clarity across the entire company about our values and desired culture."

Perform

Suri says "this is not the time for any of the businesses to miss their plan, as the world is watching us and trying to decide if we are up to the task ahead. Let's deliver the excellent results that make the answer to that question resoundingly clear."

London is 1st city to have own web domain suffix

Kounteya Sinha | TNN

© Murat Taner/Corbis

London: London has become the world's first city to have its own web domain suffix and the city recorded a mad rush on Tuesday with more than 50,000 business houses expressing interest.

The new domain for London launched on Tuesday marking the first time that businesses, organizations and individuals can apply for a web address ending in .london as an alternative to .com or .co.uk.

Officially .london will come into effect from the summer 2014, according to Icann, the body that deals with the assignment of domain names. Internet registrars — companies that sell domain names said that they have collected more than 50,000 expression of interest from people keen to secure the address even before they have gone on sale.

Tuesday marked the beginning of a three-month period during which Londoners and London businesses will be given priority in ap-



.LONDON GOES LIVE

plying for a domain name. By acquiring a Dot London address individuals, businesses, museums, shops, theatres and galleries will receive a domain name that is easy to remember and instantly identifies them as being located in London or having an association with the city. Experts say the move will be the biggest change to the online world since .com was launched nearly 30 years ago.

Boris Johnson, mayor of London said, "Thousands of businesses including brands such as Selfridges and Carnaby Street have already expressed an interest in the new addresses."

For the full report, log on to www.timesofindia.com