

## Newspaper Clips

August 8, 2011

Times of India ND 8/08/2011 P-13

# IIM-A, Harvard to share filmy fundas

**Chitra Unnithan | TNN**

**Ahmedabad:** Contemporary Film Industry: a business perspective, is all set to go global. The course coordinator is in talks with a faculty of Harvard Business School to use Hollywood practices for management education.

“The course lacked global perspective,” says Kandaswamy Bharathan, IIM-A visiting faculty who designed the course. “The idea is to understand global aspects of the film industry and get more insights into Hollywood’s best practices, which can be taught to students here,” he said.

In the new academic year, IIM-A post graduate programme students will take up a case study on Hollywood comedy-drama ‘The Bucket List’ starring Jack Nicholson and Morgan Freeman.

The institute will use cross sectoral learnings that Harvard has taken from Hollywood. The IIM-A and Harvard collaboration may result in combined case studies on Hollywood and Bollywood movies, with an aim to study how MBA methodology and film industry strategies can be helpful for each other. The course has become popular on campus with a 300% rise in enrolment since its launch in December 2008.

# A question of autonomy

Quality education requires research, innovation, creativity and ingenuity. These prerequisites for quality education are, in turn, greatly affected by autonomy

Amol Goje & Vasant V Bang

ARE IITs and IIMs world class? If not, as claimed by some, then who is responsible for it? Some say that the faculty at these institutions is not world class. Others blame it on lack of autonomy and resources. However, opinion about autonomy and resources can be highly subjective. In terms of autonomy and resources, an IIT or an IIM is far behind an MIT or a Harvard. But when compared with private educational institutions in India, IITs and IIMs enjoy far greater autonomy and are endowed with government backed resources. Irrespective of the stature of these premier institutes, the fact remains that these institutions make only a minuscule of contribution to overall requirements of a country as large as India. Hence, any debate on quality of higher education in India, *per se*, has to go beyond IITs and IIMs. Quality education requires research, innovation, creativity and ingenuity. These prerequisites for quality education are, in turn, greatly affected by autonomy.

Ask anybody in senior positions in private educational institutions, and he or she will tell how licence permit raj has crippled the aspirations and growth of private educational institutions. Permissions of multiple agencies are required for starting, running and expansion of educational institutions. These agencies operate at three levels: local university, state government and central councils like All India Council for Technical Education (AICTE), Medical Council of India (MCI) etc. Normally, an institute starts its operations after obtaining letter of approval from respective central councils. More often than not, the whole process of approval gets so much delayed that the first academic term gets literally squeezed into two months. The funniest part is that inspections by some other regulators are carried out even after the academic term gets started. It is not uncommon to receive letters of affiliation or approval from these regulators well after an institution admits the students.

Even after starting or expanding, individual institutions hardly have any autonomy in running an educational programme. All the three phases of an educational programme—input,

ASIT BAGCHI

processes and output—are governed by one or other regulation. An institute has no say in quantity and quality of intake as selection processes are carried out through government agencies. In most cases the institutes cannot decide even the fees that they are supposed to charge. There are state-level fee-sanctioning authorities. In the beginning of an academic term, institutes are allowed to charge an interim fee sanctioned by these authorities. They work out final fees on the basis of audited reports of institutes. But normally this process leads to a lag of a few months between the time the students get admitted and the time of announcement of final fees. Many a times difference between interim fees and final fees leads to discontent among students and it sometimes ends into a disciplinary problem.

As regards academic processes, curriculum is prescribed by affiliating university with very little scope for modification at individual institute level. Quality of curriculum and examination system is governed by the principle of least common denominator. Number,

grade and qualification of faculty members are also prescribed by regulators. Another strange regulation governing institutes affiliated to universities is related to approval and recognition of faculty members.

Has anybody heard of employees of one company, say Bharti Airtel, being selected under the supervision and approval of employees of a competitor company, say Idea Cellular! But university affiliated institutes need to adopt such selection processes. Work experience of a faculty member selected and appointed by an institute on its own without seeking a university's approval is considered invalid even if he has spent several years working in an affiliated institute. On the other hand, if the same candidate comes from organisations other than educational institutes, his work experience there is considered valid.

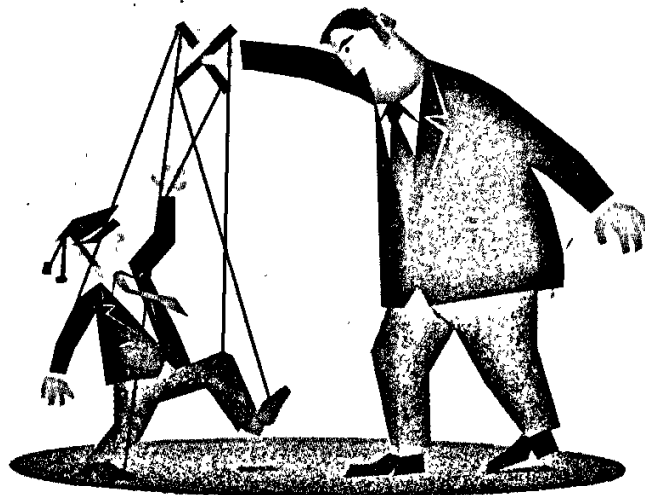
The entire licence permit raj in educational sector is based on distrust. If management of a private institute and its principal cannot be trusted for fairness even in selection process of their own employees, how can they be trusted

as being capable of running an institute? Regulations demand that the principal of an institute should hold a PhD and should have research publications to his credit. But once such a person assumes office, his entire time is spent on ensuring statutory compliances. Forget about research, a principal does not even find time to teach since one or the other compliance process is on all round the year. What quality do we expect when the heads of our educational institutions simply do not get time to provide direction to academic processes?

Excessive centralisation, arising out of complete distrust, coupled with exponential growth in number of colleges, is a recipe for long-drawn processes and shoddy quality. In a country as large and as diverse as India, what we need is decentralisation to cater to local needs. But even when education falls into the concurrent list, in most cases state governments and local universities have relatively little say in setting up of new colleges and their expansion. Today, universities have become so huge that they have been reduced to mere examination bodies. Even on this count, it is doubtful whether they are adequately equipped to evaluate lakhs of answer sheets every semester.

A kind of distrust and suspicion once crippled India's economy. Fortunately, in the last two decades, the country has witnessed many positive results of deregulation of industry and business. But this wave of liberalisation is yet to reach the education sector. Not long ago, none other than HRD minister Kapil Sibal complemented Hyderabad-based Indian School of Business (ISB), which is a private educational institute, and said that ISB has achieved, in a very short time, what took a long time for Ivy League institutions to achieve. But, ironically ISB's post graduate management programme does not have recognition and approval of government regulators. Even if IITs and IIMs become world class, as some claim they are not at present, these small islands of excellence won't make much difference to a country of 1.25 billion.

Amol Goje is chief mentor and Vasant V Bang is director of Magarpatta City Institute of Management & Technology, Pune. Views are personal



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## BIZ TALK: GANESH NATARAJAN

# The education system in India needs to be transformed

ONE of the main paradoxes of this country has been the fact that in spite of our billion plus population, there continues to be a shortage of skilled talent for the emerging industry sectors like IT, BPO, retail, hospitality and health-care. Another paradox that is emerging is that in spite of the large number of new colleges of engineering and management set up, particularly in states like Maharashtra, Tamilnadu and Andhra Pradesh, there is still a clamour for employable graduates by the industry and many available seats are going begging in the newly minted colleges as disillusionment sets in with the quality of talent emerging from these institutions.

The solutions have been staring us in the face for quite some time. The education systems in our country need to be transformed to encourage vocational skills development as an honourable alternative to higher education and in some cases as a skills and employability precursor to enrolling for a formal education degree. An outstanding example of this duality is available at the University of Colorado in their healthcare programmes where young aspirants from all over the state are given an opportunity through video conferencing to acquire adequate skills to become certified bedside assistants and work in paramedical roles. A significant portion of these skilled workers then qualify for an associate degree at the University and have an option to enroll for a formal Bachelor of Nursing degree and then go to Masters and even PhD programmes. This Learn-Earn-Learn continuum ensures both better quality of graduates and a higher gross enrolment ratio, both of which are enormous problems with our education system.

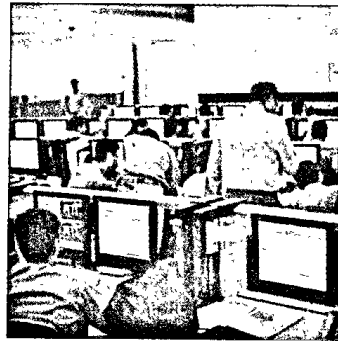
The IT industry's predilection for recruiting and setting up large campuses only in the Tier 1 cities also needs to be put under the scanner because it creates three problems—excessive congestion in the seven main IT export areas of NCR, Chennai, Bengaluru, Pune, Hyderabad, Mumbai and Kolkata, lack of employment opportunities in cities like Allahabad, Patna, Guwahati, Durgapur, etc which have excellent Universities but very few industry investments and rapidly spiralling costs because of the concentration of skilled talent and employment opportunities in few cities. Yeoman efforts by industry associations like CII and Nasscom has met with a limited response till recently and the clamour for an "Inclusive India" approach and the inclusion of Bharat as a destination for companies seeking viable Tier 2 and Tier 3 options has largely fallen on deaf ears.

However, thanks to the proactive initiatives in some states and the need for industry chiefs to eliminate costs from their balance sheets, there is some stirring of life in these smaller destinations today. The troikas of Southern states have launched significant policy initiatives and investments to take the IT industry into Coimbatore, Mysore, Mangalore and even Vijayawadi, Madurai and Hubli while Kerala is getting its act together and attracting new investments to both Kochi and Trivandrum. The value proposition is compelling, with over 30% cost reduction on offer in many cities a fact that has not been lost on the domestic BPO sector and even multinational captives as they wage a war on the rapidly escalating costs in the



traditional IT cities.

While the initial response from a clutch of smaller cities is exciting, it will need a concerted government-association-industry push for the right balance to be reached in work allocation within the country. There is no reason at all why 80% of applications and infrastructure work cannot shift to smaller locations while for highly skilled tasks like engineering, design or complex applications development, the percentages may be reversed. Given the reality that over 70% of industries work continues to be managed services which do not need high skills from the entire team, one can paint a realistic scenario for the year 2020 where the IT industry can be expected to be \$250 billion in size. At this level, even with productivity improvements and larger IP or product intensity in industry solutions, the direct employment will still be over eight million people and while three million of these could still be in



the seven cities, five million jobs could be created in the smaller towns of 'Bharat'.

The redistribution of employment and hence of industry locations, revenues and employment is not wishful thinking but will need some clear directions and initiatives from all players in the eco-system. Governments will have to come forward with incentives and scholarships to enable skills development and attract industry investments, industry chiefs will have to be bolder in their moves than that has been evident so far and employees will have to be more flexible with today's software project and programme managers willing to mentor and develop young entrants with less high quality education and weaker communications skills than they would like to employ but still technically capable of learning quickly and deploying as members of large project teams.

Industry associations, entrepreneurship financing entities as well as educational institutions and finishing schools will have to play their part in building the eco-system in the chosen locations. There are signs that Chief Ministers and bureaucrats in smaller states are ready and willing to play ball with the industry and build a better future for their youth growing up in smallest locations. The time has come to accelerate this process!

*The writer is vice-chairman & CEO of Zensar Technologies and co-chair of the CII National Knowledge Council*

Mint ND 08/08/2011 P4

## OVERSEAS DESTINATION

# Bhutan plans education city with an eye on Indian students

BY PRASHANT K. NANDA  
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NEW DELHI

Bhutan plans to set up an education hub that will host campuses of leading universities from around the world, with an eye on the large number of Indian students who go abroad for higher studies.

"The main market for the education hub is India and the region, where the demand for good quality education is huge," said Kinga Tshering, chief executive of DHI Infra Ltd, a Bhutan government body that will build the education city in capital Thimphu.

India has only 450-odd universities against a demand for almost 1,000, he said. Foreign varsities, he added, are not keen to open campuses in India because of its regulatory environment, which makes it difficult for them to earn profit.

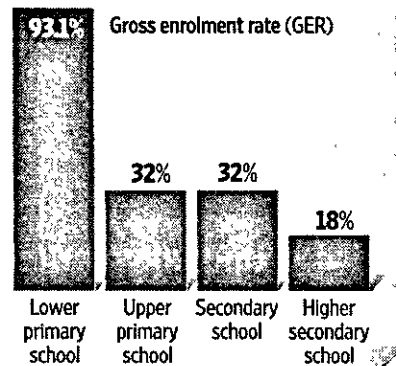
"Therefore, Bhutan would like to offer an alternative destination for higher education," Tshering said in an email interview.

At least 150,000 Indians go abroad to study every year. The government accepts the country needs some 1,000 uni-

## LEARNING LANDSCAPE

- Bhutan's education city will come up on 1,000 acres.
- Currently there are 9,440 students in the higher education system, which is expected to increase to 28,000 by 2020.
- Of the total, about 40% or 4,197 students, study abroad.

Source: E&amp;Y data



AHMED RAZA KHAN/MINT

versities by 2020 to meet the nation's requirement for qualified manpower.

The Bhutanese education city will offer tax incentives to institutes that set up campuses there, allowing them to make profit. The government last month issued a request for proposal from companies for running the project. Tshering did not specify the project's budget.

He said at least 15 Indian institutes have shown interest in opening campuses at the education city. Some of them have visited the country, too. He did not give their names.

An executive with a private

education institute agreed that India's regulatory framework is too rigid, hurting private investment in the sector. "There is a lot of frustration among leading private education players and they would not mind going to Bhutan if the environment is conducive," the executive said, asking not to be named.

India's plan to make accreditation mandatory for all institutes is also not a good move, he added.

Audit and consulting firm Ernst and Young India carried out a feasibility study for the education city project.

Bharat Gulia, senior man-

ager at Ernst and Young, said the education city will help Bhutan improve its education infrastructure and become a source of economic growth, citing the examples of Australia and the UK, two countries that earn a lot of revenue from foreign students.

"The Bhutan government is conscious about quality parameters," Gulia said. "For-profit does not mean allowing poor quality institutes to set up base. They are putting enough (screening) mechanism (in place) to bring only good institutes."

India's education market is worth \$50 billion, half of which is school education and 25% higher education, said Karthik K.S, chief executive of 24x7 Learning Pvt. Ltd, an online higher education institute chain.

Test preparation and other allied segments make up the rest of the market.

Karthik said the Bhutanese project is good news for Indian students, who would like to go there for quality education. Students from India's North-east, which doesn't have a good education infrastructure, may be particularly keen to take admission.

"Some Indian players (educational institutes) may show interest in the project as well," he added. "But it will not affect the Indian education market."

The domestic education market is too huge and companies like us will be happy to cater only to the Indian market."

Tribune, ND 8/08/2011 p-8

# Education providers

Quality is the crux

**E**VER since the Foreign Educational Institutions (Regulation of Entry and Operation) Bill has been proposed, doubts have been raised about what it would and should entail. Indeed, checks and balances are imperative for ensuring a level playing field for education providers in the country vis-a- vis its foreign counterparts. However, the recent observation of the Parliamentary Standing Committee on HRD that foreign education providers must bring 50 per cent faculty with them is rather ludicrous. The fear that foreign universities might poach on our teaching faculty not only reeks of an inbuilt phobia that makes us suspect all things foreign, but also underestimates India's large pool of talent.

Without doubt, one of the ills that afflicts higher education in India is the paucity of qualified teachers. Even premier institutions like the IITs and the IIMs are plagued by the shortage of meritorious men and women in teaching positions. But to assume that the presence of foreign education providers in the country could further aggravate the situation is to ignore the real issues. The ground reality is that even today India loses its talent to foreign shores for want of high-paid job avenues. Thus, the focus should be on providing greater and better opportunities to arrest brain drain. Who knows setting up of foreign campuses in India might stop the bright and best teaching brains in India from checking out greener pastures abroad.

Expanding the ambit of higher education in India through foreign education providers is more than welcome. The inadequacy of institutions of higher education can be met through foreign universities. However, utmost caution must be exercised to ensure that universities from abroad infuse the much-needed quality in our otherwise mediocre education system. Instead of fretting over fears of poaching of the teaching talent, India's foreign education dream should be driven by the motto of excellence, especially if India has to emerge a winner in the knowledge race. The option of establishing foreign universities by invitation as well as in areas where they are needed the most is worthy of consideration. India owes qualitative as well as quantitative education facilities to its youth, sadly only a minuscule percentage of who enter higher education. However, they should be prevented from falling into the trap of teaching shops, foreign or otherwise.

**Finance Continuum 2011 hosted at  
SJMSOM, IIT Bombay**

India with its amazing growth story attracts financial investments from foreign investors. But there are many challenges in sustaining the high rate of growth. The theme of the Finance Continuum 2011 held at Shailesh J Mehta School of Management, IIT Bombay, on July 31: "Financing this decade for growth



and sustainability", was on these lines. The stage was by Prof SN Rao of SJMSOM who briefed about the challenges in the field. Govind Sankaranarayanan, CFO & COO, Tata Capital, stressed the importance of creating employment opportunities in the next decade in order to exploit the demographic dividend of India. Ajay Srinivasan, chief executive at Aditya Birla Group, spoke on how the financial services sector needs to address supply and demand issues. DR Dogra, MD & CEO, CARE Ratings, spoke about the key causes of credit crisis and the impact credit crisis had on India from a crediting agencies perspective. The event also hosted V George Antony, Country Head, UAE Exchange, who shared his views on how money transfer has changed over the years.

Times of India ND 08/08/2011 P15

# This gadget helps stop overeating

## It Counts Bites, Beeps If You Eat More

**London:** Mindless snacking is a problem for many weight-watchers. Now, scientists have developed a new device which they say could help stop people from overeating by monitoring how many mouthfuls they eat.

Developed by researchers at Clemson University in South Carolina, the Bite Counter is worn like a watch and tracks a pattern of wrist-roll motion to identify when the wearer has taken a bite of food. Then this data can be used to monitor how many calories people are eating long-term. People can also set a bite limit so if they snack too much an alarm will go off.

The researchers have described the innovative device as a pedometer for eating, the Daily Mail reported. Lead scientist Eric Muth said: "At the societal level, current weight-loss and maintenance programs are failing to make a significant impact. Studies have shown that people tend to underestimate what they eat by large margins, mostly because traditional methods rely upon self-observation and reporting. Our preliminary data suggest that bite count can be used as a proxy for caloric count."

According to the researchers, the advantage of the Bite Counter is that it is automated so that user bias is removed. The device can be used anywhere, such as at restaurants or while working. "The device only requires that the user press a button to turn it on before eating and press the button again after the meal or snack is done," said study co-author Dr Adam Hoover. "In between, the device automatically counts how many bites have been eaten." PTT

# The security side of social media

Social networking sites might offer enterprises the advantage of low priced marketing campaigns, interaction with customers and mass market reach—but it is high time these companies start realising the security threats attached to the digital world

**Diksha Dutta**

**I**F YOU have just started using social media channels like Facebook, Twitter, LinkedIn or blogging to market your company and interact with customers—it is time to be cautious. It might come as a shocker to many that careless use of social media can result into reduced stock price, increased litigation costs, direct financial costs, damaged brand reputation and loss of revenue. Well, so believe 90% of the respondents (enterprises) to the global social media 2011 survey by Symantec, a security, storage and systems management solutions provider. Today, 82% of Indian enterprises use Facebook, while 54% officially use Web-based consumer email and 62% use blogs—one can imagine the risk all

these firms are facing.

Vijay Mhaskar, vice-president at Symantec shares the upcoming trend and what can lead to damage on social media: "There is a big trend to reach out to potential customers by using video posts and other content on social networking sites which can be a risk. These videos or content cannot always be suitable for mass consumption. Also, usually companies try to solve problems via answering queries on the websites and this too reveals the firm's strategy to masses. All this can be used against companies by rivals or anybody who has a vested interest against the firm."

Among Indian enterprises, 69% of respondents indicated that they did not feel sufficiently protected while using blogs, followed by social network-

ing sites (50%), microblogs (47%), Web-based consumer email (44%) and instant messaging (42%). Interestingly, while most enterprises were concerned about the threats of instant messaging tools, the least number of respondents feel protected while using this technology. The biggest concern was around the use of instant messaging (IM), with 57% of respondents rating IM as a major security threat. Social media is being increasingly used in business for collaboration and communication.

Vinoo Thomas, technical product manager, McAfee Labs feels that when companies use LinkedIn for headhunting or blogging for interaction, they put up their specific project details and company specific photographs. "Sensitive information can be used for a targeted attack on the company," he says. The 2011 survey by Symantec found that the top three social media incidents a typical enterprise experienced over the last year were employees sharing too much information in public forums (46%), the loss or exposure of confidential information (41%) and increased exposure to litigation (37%).

According to Gartner, "By year-end 2013, 50% of all companies will have been asked to produce material from social media websites for eDiscovery." An archiving software solution can help organisations permit employees to use social media for business purposes and enable the preservation, search and discovery of specific content from tools such as Facebook, Twit-

ter, LinkedIn, SharePoint and blogs.

## Ready for remedy

Thomas from McAfee feels that employee awareness at a human level is the best way to control virus attacks on social media. Take the case of IT company IGATE-Patni. Chelsea Namasivayam, CIO of the company shares: "As a best practice, our employee induction programme educates and elucidates the perils of exposure and the damage through social media one will be liable too. Such terms are also included in the offer letters and seek acceptance of the employees before they become a part of our family. Having said that, we encourage employees to reach out and share information, but without causing breach of any client confidentiality agreement. In addition to this, we also have specific tools which curb the upload or download of files over the social sites."

The Symantec survey also reveals that 80% or more global enterprises are discussing remedies like introducing social media policy (87%), employee training (86%), processes to capture confidential/proprietary data (85%), data loss protection (85%), technology to manage data (84%) and collect/archive sensitive information (82%).

Globally, a few of the enterprises have already implemented these security strategies. But the component of companies doing that still remains less than 25% on an average. So there is a long way to go.

## THE SOCIAL NETWORK AT INDIA

- ▶ 82% of Indian enterprises use Facebook
- ▶ 54% officially use Web-based consumer email
- ▶ 62% use blogs
- ▶ Indian enterprises perceive malicious insiders (61%), well-meaning insiders (50%) and former employees (50%) as threats to sensitive information

## GLOBAL PICTURE

### Mistakes happen

- ▶ Typical: 9 social media incidents in past 12 months
- ▶ 94% experienced consequences due to incidents:
  - Damaged brand/trust (28%)
  - Loss of organisation, customer or employee data (27%)
  - Lost revenue (25%)

### And when unprepared, can be expensive.

- ▶ Cost of social media incidents (past 12 months): \$4,292,897
- BIGGEST COSTS**
  - ▶ Reduced stock price: \$1,038,401
  - ▶ Litigation costs: \$650,361
  - ▶ Direct financial cost: \$641,993
  - ▶ Damaged brand/trust: \$638,496
  - ▶ Lost revenue: \$619,360

Source: Symantec





# Gay & happy on IIT-B campus

## Support Group For Sexual Minority Set Up

TIMES NEWS NETWORK

**Mumbai:** From the outside, the Indian Institute of Technology Bombay has seemed like an unevenly divided campus—a whole lot of boys with a smattering of girls. Now there's a third story.

In what is probably a first for an Indian educational institute, IIT-B has set up a support group for those students who belong to a sexual minority—gay, lesbian, bisexual or transgender — to help them accept their sexuality and shed their 'straight' masks if they want to.

Saathi, as the group is called, is a space not only for LGBTQs but also for those still in process of figuring out their sexuality.

"We believe that the first step towards understanding and accepting homosexuality is breaking the veil of silence, getting people to talk about the issue. We thus have also invited allies to join—people who're not necessarily LGBTQ, but would nevertheless like to help create a healthy, supportive atmosphere on campus," said a note on Saathi's formation.

LGBTQ students on cam-



UNITED COLOURS OF STUDENTS

pus said they lived in a state of confusion, unhappiness and anxiety. "Many are still in the process of coming to terms with their sexuality. The others must put on a charade of being straight. We live closeted, lonely lives, unable to reveal our innermost feelings to anyone, in constant fear of being outed, and often never reach our full potential as human beings," said a member.

Freshmen at IIT-B were introduced to Saathi last week. They surprised themselves; neither did they giggle nor were they rowdy. "If you had asked me last month about addressing a large audience of newcomers about homosexuality, I would have said it was impossible. But after the orientation, I know Saathi, which already has 40 members, will go a long way," said Nivvedan S, founder of Saathi.

"Statistically speaking, about 4-10% of the population is gay, so that's about 700 students on the IIT campus. But they are invisible," he added.

Amar Ujala ND 8/08/2011 P-7

# आईआईएम में इंजीनियरों की बादशाहत

● अमर उजाला ब्यूरो

नोएडा। इंजीनियरिंग के बाद प्रबंधन शिक्षा इंडस्ट्री की मांग के साथ कैरियर को नई ऊंचाई देने के लिए जरूरत बन गई है। इसका अंदाजा इसी बात से लगाया जा सकता है कि कैंट देने वाले और आईआईएम में चयनित होने वाले छात्रों में इंजीनियरों की बादशाहत है।

आईआईएम संस्थानों के 2011 बैच में औसत 90 फीसदी से ज्यादा इंजीनियरिंग बैकग्राउंड के छात्र हैं। इनमें आईआईटी और एनआईटी के पास आउट छात्रों की भी बड़ी तादाद है। इन संस्थानों में आईआईएम अहमदाबाद सबसे अग्रणी माना जाता है। यहां 2011 के पोस्ट ग्रेजुएट प्रोग्राम (पीजीपी)



● इन संस्थानों में  
90 फीसदी से  
ज्यादा इंजीनियर

बैच में शामिल 380 छात्रों में से 94 फीसदी इंजीनियर हैं। ये ग्राफ पिछले साल से एक फीसदी गिरा है। कॉमर्स बैकग्राउंड के छात्र 3.5 फीसदी हैं। 70 फीसदी छात्र पेशेवर हैं। आईआईएम बेंगलूर में 382 में से 90 फीसदी छात्र इंजीनियर हैं।

इनमें 70 छात्र आईआईटी और 74 एनआईटी से पास आउट हैं। आईआईएम कोलकाता के बैच में 93 फीसदी इंजीनियर हैं, जिसमें से 23 प्रतिशत आईआईटीयन और 13 प्रतिशत एनआईटी से पास आउट हैं।

आईआईएम लखनऊ के नए बैच में यह ग्राफ 2.5 फीसदी गिरा है फिर भी यहां 82 प्रतिशत छात्र इंजीनियरिंग पृष्ठभूमि के छात्र हैं। एडमिशन पॉलिसी में बदलाव के चलते यहां सर्वाधिक 36 छात्र कॉमर्स बैकग्राउंड के हैं। दरअसल कैंट-2010 में बैठने वाले छात्रों में एक लाख 22 हजार 837 इंजीनियरिंग, 30 हजार 248 कॉमर्स व इकनॉमिक्स और 21 हजार 809 छात्र मैनेजमेंट बैकग्राउंड के थे।