

# Newspaper Clips

## August 8, 2014

Economic Times ND 8/08/2014 P-1

Big salaries make a comeback at engineering campuses with grads bagging crore-plus pay packets. And the placements at IITs haven't even started yet

# ₹100000000

## With All These Zeroes, Non-IITs Make You a Hero

### The Crore Club

Company	2014	2013
Google	₹1.4 CRORE (\$2,35,000)	₹68.34 LAKH (\$1,10,000)
Microsoft	₹79 LAKH (\$1,29,500)	₹60 LAKH (\$1,00,000)
Amazon	₹25 LAKH	₹20 LAKH
eBay	₹17 LAKH*	₹12 LAKH
Goldman Sachs	₹13 LAKH (Technology team)	₹11 LAKH (Technology team)
	₹35 LAKH (Strategy team)	

\*Some profiles have a salary of ₹35 lakh

### GOOD DAYS ARE HERE FOR ENGINEERING GRADS

Hirers offering up to 25% more salary compared with last yr, mostly for domestic jobs

Most of the companies are also stepping up hiring in a big way

Both trends — rising salaries and more jobs — reflect the upbeat business sentiment

SOURCE: College placement teams; Salaries include domestic & intl. & vary according to profiles offered. In some cases, they may incl. PPOs.

### DEVINA SENGUPTA & SREERADHA D BASU

MUMBAI

Google has set the placement season at top non-IIT engineering colleges off to a rocking start, offering \$2.35,000 (₹1.44 crore) to BITS-Pilani students who make the cut for international vacancies, according to campus sources involved in the process. Microsoft is offering ₹79.51 lakh for jobs at its Redmond headquarters. Last year, Google and Microsoft had offered top salaries of ₹68.34 lakh and ₹60 lakh, respectively.

Reflecting upbeat business sentiment, aggressive recruiters including Amazon, eBay, Flipkart, Schlumberger and lesser-known startups such as CodeNation have hiked pay packets by up to 25% compared with the previous year, mostly for domestic jobs. They are also stepping up hiring in a big way.

"There has been more than 40% growth in the number of recruiters this year and the Goa campus has seen a 100% increase," said G Balasubramanian, chief placement officer at BITS-Pilani Univer-

sity. The college has 4 campuses across Pilani, Goa, Hyderabad and Dubai.

"Salary packages have gone up by an average of 20% at several companies," said Samuel Rajkumar, deputy director (placements), VIT University.

Placements at the non-IIT campuses are a precursor to campus hiring at IITs, which kick off in December. Early indications at these institutes suggest

that happy days are here again for the job market.

Epic Systems with a \$1,08,300 (₹66.4 lakh) offer and Schlumberger with \$1,05,000 (₹64.4 lakh) are the other top paymasters soon to arrive on campus during the placement season.

According to campus sources, Goldman Sachs paid ₹13 lakh this year for roles in the technological division compared with ₹11 lakh last year.

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## Esops are Also in Play This Time

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For strategy roles, Goldman Sachs has paid up to Rs 35 lakh this year at certain campuses.

Amazon has offered Rs 25 lakh to three students of Motilal Nehru National Institute of Technology (MNNIT), Allahabad, and NIT-Calicut. At NIT-Warangal and NITK-Surathkal, the offers were for Rs 18 lakh. This is for domestic jobs. Rival Flipkart is offering Rs 15 lakh plus benefits across campuses and its subsidiary Myntra is picking up students for a similar amount but through a separate process.

ATNITK-Surathkal, Flipkart has been given the 'dream company' status along with LinkedIn, Morgan Stanley and Goldman Sachs. All students can sit for interviews at these firms even if they have other offers.

Even lesser-known startups are waging a fierce war for engineering talent. CodeNation — which develops high-quality enterprise software — is offering Rs 24 lakh across campuses, substantially more than Flipkart. It has hired from NIT-Warangal, VIT University and will visit NITK-Surathkal in the next few days. It is looking to hire 35-40 students overall, the company has said on its official website.

As always, Esops are also in play. LinkedIn is offering stock options worth \$40,000 and a Rs 1.3 lakh bonus over and above a Rs 13 lakh salary.

"Our placements started around 10 days ago. Around 50-60 offers have been made by 15-odd companies so far, not including PPOs," Sumit Mishra, placement coordinator, MNNIT-Allahabad. The college has 800 students. Placements will go on for a few more months.

# Now, belling the CAT to be tougher for aspirants

## IIMs decide to change exam format this year

**NEW DELHI:** Those aspiring to study in any of the premier B-schools may find the Common Admission Test (CAT) tougher this time with the Indian Institutes of Management (IIM) changing the format of the examination to be held in 99 cities in November next.

The IIMs have increased the number of questions in each section to 50 from the previous 30. The test duration has been increased to 170 minutes from 140 but the time available for each question has been reduced from 2.20 minutes to 1.42 minutes.

"It's a longer examination with a lot more questions. I don't think the IIMs will reduce the number of questions. The challenge is now bigger than ever before. Speed is now the essence. The luxury of spending some extra time on the tough questions is now gone," Shobhit Bhatnagar, an IIM-Calcutta alumnus and founder of Gradestack.com, said.

He described the increase in duration of the test as "substantial", suggesting that aspirants will need "proper practice" as solving 100 questions at a stretch takes "much more examination endurance".

"Most of us are not used to taking tests for three hours at a stretch," he added.

The silver lining is that the IIMs have given the candidates the option of choosing the amount of time they wish to devote to each section according to their ability. They may switch from one section to another through the duration of the examination.

This would reduce stress level during online examination, Manaswini Acharya, professor at International Management Institute, Gurgaon, said.

"The freedom to navigate between the two sections has to be judiciously used as it may result in time wastage or unintentional dropping of questions unanswered," Uday Salunkhe, Group Director of Welingkar Institute of Management Development and Research, Mumbai, told *Deccan Herald*.

### Covering the syllabus

In the new pattern, chances are that the test will cover the syllabus extensively.

This accentuates the need for thorough preparation and gives students little liberty to leave out any portion of the syllabus, Salunkhe stressed.

**DH News Service**

# Good start for IIM pre-placement season as job market improves

M SARASWATHY & VINAY UMARJI,  
Mumbai/Ahmedabad, 7 August

Pre-placement job offers at the Indian Institutes of Management (IIMs) are climbing. At IIM Calcutta, these offers have increased 34 per cent from last year, while the number has doubled at IIM Raipur. Other IIMs also claim to have seen a substantial rise in pre-placement offers received by their students.

As of the first week of August, 58 students at IIM Calcutta received pre-placement offers and 20 others were called for pre-placement interviews. The total offers in August last year were 58. With 454 students in the batch, the institute said, this year's figure was a healthy start.

Consulting firms again led in offers to students at the institute. McKinsey, The Boston Consulting Group, Bain and AT Kearney made 24 offers in all. McKinsey and The Boston Consulting Group led with eight and seven, respectively. AT Kearney made pre-placement job offers to all the institute's students who interned with it.

Tata Administrative Services, the Aditya Birla Group, Philips and Pepsico also made offers. Alshaya, a retail franchise operator in West Asia offered eight jobs to its interns. Others include Bosch, Nestle, Shell, Vodafone and iNautix.

IIM Calcutta said Deutsche Bank was the first bank to make a pre-placement offer this year. More are expected from investment banks in the following months. Pre-placement interview calls came from Mondelez, KPMG, L'Oreal, Medtronics and HCL.

"Companies seem to be realising the importance of summer internships and are hiring more through this route. The figures show an improvement in the economic situation, as well as the profiles of the students at IIM Calcutta," said Rajiv Kumar, placement chairperson of the



**BETTER.DAYS** File photo of Indian Institute of Management, Calcutta

## WELL BEGUN

Summer placements at IIM Calcutta as of the first week of August

<b>58</b>	<b>20</b>	<b>58</b>	<b>112</b>
Pre-placement offers	Pre-placement interviews	Total offers received in August last year	Total pre-placement job offers received by the end of last year

**Top recruiters:** McKinsey, The Boston Consulting Group, Bain, AT Kearney, Tata Administrative Services, Aditya Birla Group, Philips, PepsiCo, Alshaya

institute. Last year, students at IIM Calcutta received 112 pre-placement job offers by the end of the year.

IIM Raipur is receiving pre-placement job offers this year from a wider set of companies in information technology, e-commerce, consumer goods, and consulting. Last year, there were five such offers at the institute, this has doubled.

Pushpendra Priyadarshi, chairperson of placements at IIM Lucknow, said the trend was encouraging. "We have seen a rise in pre-placement job offers in the past

two years. However, many companies are yet to announce their pre-placement offers and we are waiting," he added.

The leading sectors making pre-placement job offers to summer interns from IIM Lucknow are consulting, consumer goods and banking. The institute had 470 students interning this summer.

IIM Indore, too, has had a good season of pre-placement offers from consulting, finance, infotech and general management companies. The institute expects better numbers than last year.

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## Good start for IIM pre-placement season as job...

Some of the newer IIMs are seeing increased interest. At IIM Shillong, the number of pre-placement job offers and pre-placement interview calls were nine till Thursday. Officials said

companies had shown interest in hiring more from the newer IIMs.

Since companies are still in the process of finalising their decisions, definite numbers for other old and new IIMs will be known after a few weeks, but placement officials said companies had expressed their intent to hire more from the newer ones as well. Also, with better prospects for the hiring market after a new and stable government in place, IIM placement official said, there could be at least a 20-25 per cent increase in the number of offers and 10-15 per cent rise in salary packages.

# BrowserStack Tweets its Way to Success

## Hot Startup

### BrowserStack...

Is profitable, has 24,000 paying customers and has Twitter's mobile platform head as its advisor

Not all Indian startups catch the attention of Twitter executives within their first few years. BrowserStack, a little-known maker of developer tools founded by Ritesh Arora and Nakul Aggarwal, classmates at IIT Bombay, managed to do just that.

The company, which is the founders' fourth attempt at starting up, is profitable, has 24,000 paying customers and has Twitter's mobile platform head as its advisor.

This is because BrowserStack

addresses a pet peeve of developers. A code has to work across multiple browsers—Windows' Internet Explorer, Apple's Safari, and Google's Chrome, to name a few. Each browser has its nuances, and a code's behaviour varies across desktop and mobile.

BrowserStack helps developers visualise what their code looks like and how it will perform across browsers and operating systems.

"Developer tools—particularly testing tools—are a challenging business to tackle," Jeff Seibert, the director of mobile platform at Twitter. "The field lacks the sex appeal of consumer products and the high visibility of classic enterprise software but the opportunity is immense."

Siebert came on board as an advisor to the company when he saw the market they were addressing. Developer tools are not big news, but they sure are sought-after. For instance, Bangalore-based Little Eye Labs solved another problem that haunted app developers—how much battery will the app eat up? Facebook snapped up the one-year-old company earlier this year. Arora of

BrowserStack stumbled upon this problem when he was working on a consulting project at his third company, Binary Life Technologies.

"I have a Mac (Macintosh) and I was working on projects meant for Internet Explorer. It was a real problem," said Arora, 30, whose largest market is United States. The valuation of

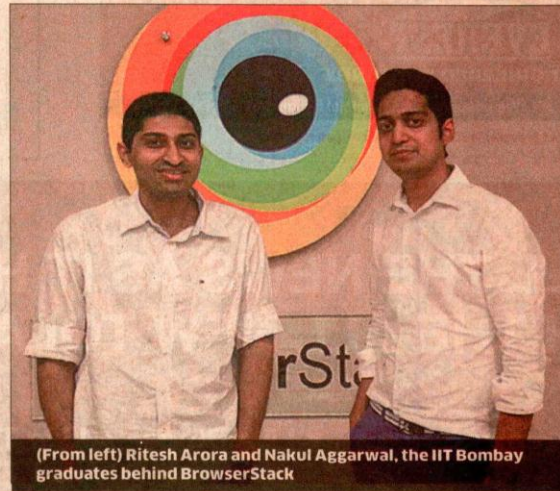
companies that make products that increase efficiency of developers is only rising. In a report titled "Software is Eating the World" research firm CB Insights said \$646 million (about ₹4,000 crore) was invested into developer tools across 94 deals in 2012, a 77% jump from the previous year.

BrowserStack has been keep-

ing investors at bay. "We get a lot of offers, but it's just that we don't have a reason to raise funds," said Arora, whose company counts Wikipedia, the Royal Bank of Scotland, fashion brand Levi's, National Geographic, and Lockheed Martin as its customers. Four months ago, the company breached the double digit million mark in revenue and is looking to grow 3-5 times in sales next year. HasGeek's cofounder Kiran Jonnalagada, whose company organises conferences for developers and technologists, said BrowserStack is one of the few success stories in India's software-as-a service market.

The company of 52 people, which has so far developed tools for the browser space, will soon be foraying into the mobile space as well.

"Over my career, one of the key lessons I've learned is to always be intentional—to be thoughtful and strategic with each and every business decision in order to maximise learning and maximise the chance of success. Ritesh and Nakul exhibit this in spades," said Siebert of Twitter.



(From left) Ritesh Arora and Nakul Aggarwal, the IIT Bombay graduates behind BrowserStack

KRITHIKA KRISHNAMURTHY

## IIM Bangalore annual entrepreneurship summit to start on August 9

<http://www.prepsure.com/news/iim-bangalore-annual-entrepreneurship-summit-to-start-on-august-9/>

Indian Institute of Management, Bangalore or [IIM Bangalore](#) will hold its 7<sup>th</sup> entrepreneurship summit on August 9 and August 10, 2014. The annual entrepreneurship summit of IIM-B is called Eximius 2014 and its theme is 'The Road Less Travelled'. Hence, it will focus on unconventional forms of entrepreneurship. NS Raghavan Centre for Entrepreneurial Learning (NSRCEL) at IIMB and Trendin.com are the key organisers of this entrepreneurial summit.

Guest lecturers at Eximius 2014 at [IIM Bangalore](#) will include the likes of MP Shashi Tharoor, and Executive Chairman of Ogilvy & Mather – South Asia Piyush Pandey. Tharoor said, "Individual entrepreneurship in business, politics and society can change lives, make fortunes and transform the future of India."

Key performances at IIM Bangalore event will see lyricist, musician and actor Piyush Mishra; and professional dancer, choreographer, social activist and entrepreneur Mallika Sarabhai entertain participants.

Around 45 events are planned for Eximius to create value for early-stage entrepreneurs and startups that have become a crucial part of the IIM Bangalore ecosystem. Flagship events at Eximius will include the business-plan competition Ingen; technology start-ups incubator Disrupt-It; social entrepreneurship event to find innovative solutions to real-life problems called Reach; and BootCamp, which gives a chance to [IIM-B](#) start-ups to showcase their ideas to industry veterans.

## IITs, NITs and Central Universities to be reviewed by the President

<http://www.prepsure.com/news/iits-nits-and-central-universities-to-be-reviewed-by-the-president/>

President Pranab Mukherjee who is the Visitor (Head) of all the Centrally Funded Institutions (CFIs) of India is all set to conduct a series of reviews of Indian Institutes of Technology (IITs), National Institutes of Technology (NITs) and Central Universities (CUs).

To start with, he has called a day-long meeting with all the Chairmen and Directors of the 16 IITs on August 22, 2014 in New Delhi. Far from being just a formality, the meeting with the President is being considered an important one as Pranab has outlined that he would like to review the functioning of the premier technology institutes of India, discuss issues related to the quality of the institutions and understand how the government can help the institutions to become better.

IIT Kanpur Prof. M. Anandakrishna, Chairman (Board of Governors) and former Anna University Vice-Chancellor, said, "The President wants to understand how the CFIs are handicapped on various fronts and discuss other issues pertinent in today's context. He has given 15 minutes time to each IIT Director to give him a bird-eye's view about his institute." It will be a good chance for the IITs to inform the President about what they have done to improve their world rankings and seek government support wherever required.

After reviewing IITs, the President will also review the 30 NITs and 40 Central Universities in India.

## **IAS officers are simply clerks, IITians more valuable: Patna University vice-chancellor**

**Anish, Hindustan Times** Patna, August 07, 2014

<http://www.hindustantimes.com/india-news/ias-officers-are-simply-clerks-iitians-more-valuable-patna-university-vice-chancellor/article1-1249168.aspx>

Vice-chancellor of Patna University YC Simhadri on Wednesday likened Indian Administrative Services (IAS) officers to clerks and said civil services examinations were similar to undergraduate examinations conducted by colleges. •

He was delivering a lecture at Nebula, the foundation and fresher's day programme at the Indian Institute of Technology, Patna (IIT-P).

"I do not consider IAS examinations great. People failing three times in a row somehow pass in the fourth year to become IAS. They are simply clerks in a government office," YC Simhadri said.

He added that the entrance exams for the IITs test students' calibre and select only the best.

"IITs are a brand. An IITian is considered a valuable human resource across the world," he said.

## **JEE Mains 2014: CSAB (NEUT) 2014 second round seat allotment results out**

<http://indiatoday.intoday.in/education/story/jee-mains-2014-csab-neut-2014-second-round-seat-allotment-results-out/1/375996.html>

CSAB (Centralised Seat Allotment Board) has declared the second round seat allotment results for admissions to Engineering/Technology/Architecture/Pharmacy courses for candidates belonging to north-eastern states and Union Territories.

Candidates who have registered online had filled in choices can check the results or seat allotted to them on the below mentioned link: <http://csab.nic.in/Neut2014/neutchoicefilling/Result/ResultR2.aspx>

The reporting at the reporting centers against first round of allotment has begun and will continue till August 9 (till 5pm). All the candidates who get an allotment will report in person at their respective reporting centre of the state/UT within the specified period, along with refundable security deposit of Rs 2,000 (through Demand Draft drawn in favour of CSAB-MNIT Jaipur) and all relevant documents including caste/category certificate if applicable.

CSAB-NEUT-2014 has made allotment of seats to candidates on the basis of their All-India Rank (AIR) in JEE (Main)-2014 to the first year of Engineering/Technology, Architecture. Allotment for pharmacy will be on the basis of percentage of marks obtained in class twelfth.

CSAB NEUT-2014 is coordinating the seat allocation on behalf of Ministry of Human Resource Development following the reservation of seats as per the policy of the respective state/UT, at the Institutes specified by the MHRD.

The 12 north-eastern states and UTs under CSAB NEUT-2014 counselling process are Arunachal Pradesh, Assam, Meghalaya Mizoram, Manipur, Nagaland, Sikkim, Tripura, Dadar and Nagar Haveli, Daman and Diu, Andaman and Nicobar Islands and Lakshadweep.

## SC stays special Odisha JEE test

<http://odishasuntimes.com/78022/sc-quashes-special-odisha-jee-test/>

The Supreme Court today ordered a stay on the order of the Odisha High Court on the conduct of special Odisha Joint Entrance Examination (OJEE) test scheduled on August 10.



# O J E E

“There would be no further special OJEE test in Odisha till further orders,” Employment and Technical Education & Training minister Sanjay Dasburma informed the media here.

It may be recalled that the Odisha High Court on August 1 had directed the authorities of the Odisha Joint Entrance Examination (OJEE) to conduct a special entrance test for admission in the B Tech, MBC and MCA streams on August 10.

The directive of the court had come in response to a petition filed by the Odisha Private Engineering College Association (OPECA).

Stating that a total of 33,393 seats in the aforesaid streams had fallen vacant in several engineering colleges in the state after the conclusion of the OJEE counselling, the Association had prayed before the court to direct the OJEE authorities to conduct a special test to fill up these vacant seats.

*Hindustan Times (Lucknow)*

## Soon, a research portal to aid students

Besides restoring SSU campus in Kashi, stress laid on ‘e-eye’ initiative

The Uttar Pradesh (UP) government has decided to set up a ‘research portal’ on which all the research carried out by university teachers would be uploaded.

Principal secretary higher education Neeraj Gupta said this would help in checking duplication of research and encouraging quality research in newer subjects. He further said the portal would also serve as ready one-click reference for all major research work carried out in top universities across the globe.

This decision was taken at a review meeting that Gupta had with vice-chancellors of state universities at Babu Bhawan on Thursday. The meeting was basically aimed at assessing how many universities have complied with the decisions that were taken at the last vicechancellors’ conference that was held on January 12 and 13.

Chief minister Akhilesh Yadav had sat through the second day of the meeting and urged the **universities** to fast track the e-initiative on campuses. E-EYE INITIATIVE

Gupta urged the vice chancellors to expedite the 'e-eye' initiative. The e-monitoring system, in which the chief minister Akhilesh Yadav is taking a keen interest, would see CCTVs being set up on campus, including inside classrooms to track down students' and teachers' presence. It is mandatory for students to maintain 75 per cent attendance on campus. However, so far the system of recording attendance isn't foolproof more so with teachers themselves not being very regular in taking classes. Gupta also urged the **universities** to expedite computerisation work and set September 30 as the deadline for it.

The **universities** have been encouraged to take help from UP Development Systems Corporation Limited (UPSEDCO) to initiate 'virtual learning and classes' concept. Some **universities** like Sampooranand Sanskrit **University** (SSU) have done what a senior official described as "good work" in this regard. STATE ASSESSMENT AND ACCREDITATION COUNCIL SOON:

The state government is pushing for the state assessment and accreditation council on the lines of national assessment and accreditation council to assess the quality of teaching and infrastructure on campus. "We are in the process of setting UP SAAC. The assessment is necessary as the number of colleges and **universities** have increased substantially and it is imperative that they conform to certain quality standards," Gupta said. LU, BU, JU GET 'B' GRADE IN NAAC RATING:

The Lucknow **University**, Bundelkhand **University**, Jhansi **University**, Mahatma Gandhi Kashi Vidyapeeth, Varanasi have got 'B' grade in NAAC rating.

A decision was also taken to renovate the historical Sampooranand Sanskrit **University**, Varanasi campus. "The campus building is historical and we intend to take help from Archeological Survey of India in restoring it for posterity," a senior official said.

Professor Gurdeep Singh, vice-chancellor of Lucknowbased Ram Manohar Lohia National Law **University** (RMLNLU) said that since more and more law colleges are coming up in the state it would be nice if these all these colleges were affiliated to the law **university**. The V-C felt that the move would help maintain and monitor the quality of legal education. TWO COMMITTEE REPORTS AWAITED:

The government is still awaiting reports of two committees on standardisation of education as well as on fee, financial and administrative structure.

*Hindustan Times (Jaipur)*

## **Symbiosis, Shiv Nadar varsity told to scrap FYUP**

NEW DELHI: The **University** Grants Commission (**UGC**) has asked Symbiosis International **University**, Pune and Shiv Nadar **University**, Noida to discontinue their four-year courses with immediate effect.

This comes a few weeks after it asked Delhi **University** to roll back its four year programme.

Meanwhile, there is still some uncertainty over **IISc** Bangalore which also runs a four year Bachelors in Science because of the 'inherent' structure of their programme. It offers a flexible course based on credits which primarily emphasizes on **research** projects and includes several engineering courses and humanities courses as a part of this programme.

HRD minister **Smriti** Irani had in a written reply to a Lok Sabha question on Wednesday said that **IISc** Bangalore, Shiv Nadar, Noida and Symbiosis, Pune were conducting 4 years BA and BS programmes and they have been asked by **UGC** to discontinue such programmes.

Director **IISc** Bangalore Anurag Kumar told HT: "We have sent a detailed explanation on our programme, its **research** orientation and how it is different from **universities** which have four year courses. The course was designed with a different objective. We are looking at ways to satisfy the **UGC** concern and are also studying the **UGC** guidelines in detail to see whether we are already aligned or not."

"We have not got any instructions from **UGC**. Once we get it we will decide accordingly," said principal director Symbiosis Vidya Yeravdekar.



“The four year course relates only to a special school of Liberal Arts that was started with an objective to provide education to students who wanted to go to the US,” he added.

The Commission had last month sent letters to six universities including the IISc, Shiv Nadar University, Symbiosis University, BR Ambedkar University, O P Jindal University, Ashoka University, and Azim Premji University asking them to explain the duration of their

*Hindustan Times (Delhi)*

## Will robots take our jobs? Experts can't decide

Experts are divided over the role of robots over the next decade, with some arguing that they will create more jobs than they displace, and others worrying that they could lead to income inequality and a breakdown in social order. The findings come from a report by Pew Research, which surveyed almost 2,000 individuals with expertise in artificial intelligence (AI), robotics and economics, to find out their predictions for the role of automation between today and 2025. The experts were almost perfectly split, with 52% predicting an optimistic path, and 48% worrying about the future.

The optimists envisioned “a future in which robots and digital agents do not displace more jobs than they create”, according to Aaron Smith, the report’s co-author. But the pessimistic view was that automation will displace significant numbers of both blue- and white-collar workers.

Almost all of the respondents are united on one thing: The displacement of work by robots. Where they split is in the societal response to that displacement.

The optimists predict that the economic boom that would result from vastly reduced costs to businesses would lead to the creation of new jobs in huge numbers, and a newfound premium being placed on the value of work that requires “uniquely human capabilities”. In the end, as Lee Rainie, another co-author of the report, puts it, it could result in a “freedom from day-to-day drudger that allows people to define work in a more positive and socially beneficial way”. But the pessimists worry that the benefits of the labour replacement will accrue to those already wealthy enough to own the automatons.

One thing many experts agreed on was the need for education to prepare for a post-automation world. “Only the best-educated humans will compete with machines,” said Internet sociologist Howard Rheingold.

“And education systems in the US and much of the rest of the world are still sitting students in rows and columns, teaching them to keep quiet and memorise what is told to them, preparing them for life in a 20th century factory.”

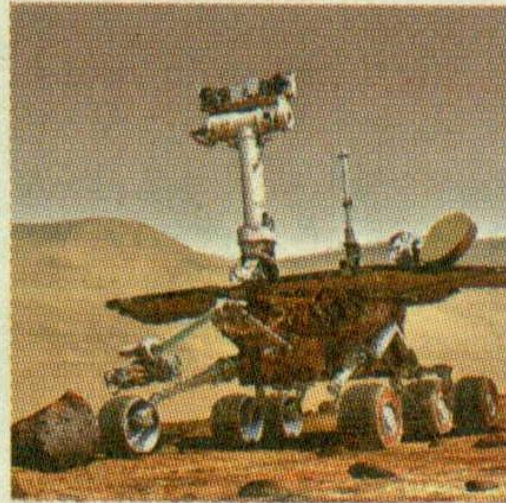
Millenium Post ND 8/08/2014 P-11

# NASA Curiosity rover marks 2 yrs on Mars

**WASHINGTON:** NASA's rover Curiosity, the most advanced roving laboratory on Mars, has celebrated its second anniversary on the Red planet.

The unmanned spacecraft landed inside the Gale Crater on August 5, 2012 to start a multi-year mission to seek out areas where life could or may once have existed. During its first year of operations, Curiosity fulfilled its major science goal of determining whether Mars ever offered environmental conditions favourable for microbial life, NASA said.

Clay-bearing sedimentary rocks on the crater floor in an area called Yellowknife Bay yielded evidence of a lake-bed environment billions of years ago that offered fresh water, all of the key elemental ingredients for life, and a chemical source of energy for



microbes, if any existed there. 'Before landing, we expected that we would need to drive much farther before answering that habitability question,' said Curiosity Project Scientist John Grotzinger of the California Institute of Technology, Pasadena.

'We were able to take advantage of landing very close to an ancient streambed and lake. Now we want to learn more about how environmental conditions on Mars evolved, and we know where to go to do that,' said Grotzinger.

Times of India ND 8/08/2014 P-21

# Hot stuff: Robot that makes rotis

**Singapore:** An Indian couple in Singapore has invented a first-of-its-kind robot to make chappatis which raked in about 5 million Singapore dollars in pre-sale orders from the US.

Rishi Israni and his wife Pranoti, took six years to develop the robot, Rotimatic, which can produce about one baked chappati per minute.

Rotimatic is the first kitchen device to use robotic technology and awaits US certifications required for such products for the American market. The Rotimatic shipment to the American market would commence next year.

The Isranis co-founded start-up Zimplistic for the invention, a 17-kg bread-maker type device which combines 10 motors, 15 sensors and 300 parts to produce chappati, The Straits Times reported.

Chapati making can be customized to the thickness, softness, amount of oil and type of flour.

“Zimplistic is changing the way people think about

© B.S.P.I./Corbis



**NO, I MAKE PIZZAS ONLY**

cooking by bringing them a smarter way to prepare food and customers have been extremely receptive to and excited about this concept,” said Israni. Priced at \$599 each, Rotimatic is easy to use and can clean simply as it comes with detachable dishwasher-safe components, it said.

Israni is an entrepreneur and was formerly the founder of tenCube, a Singapore based mobile security company acquired by McAfee. Pranoti's expertise is in mechanical engineering and product design. PTI

# Google to Recruit through Coding Competitions

**DEVINA SENGUPTA**  
MUMBAI

Google India has changed the way it recruits from engineering colleges, trashing paper-based tests in favour of Google Jams or coding competitions.

Candidates will now have to crack coding puzzles online to clear the first few rounds of the placement tests at the coveted firm. Code jams are a popular method of hiring globally. Google too has conducted them in India, but only as part of its global recruitment process.

"It has proved effective in candidate selection before the interview stage," says a company official who does not wish to be named.

The online testing platform, he added, gives Google scope to evaluate a large number of students from select universities.

Students are excited at the innovation. "My algorithms will do the talking," says Pranav Ramarao (21), a computer science student at BITS Pilani, Hyderabad. He won a Google Code jam contest in Hyderabad last year and was taken to the company office for a day. "You can immediately assess how good your code is unlike a pen-and-paper test where you don't know if the code is correct. They test your algorithms and data structure," he explains.

At least 50 students will be attempting the code jam from the institute's Hyderabad centre this month.

Google India has given top engineering colleges (non-IITs)

## Google's Spin

**Candidates** will have to crack coding puzzles online to clear the first few rounds of placement tests

Code jams are a popular method of hiring globally



**Online testing platform** will allow Google to evaluate a large number of students from select universities

four placement slots. "We do not have to sit in an examination centre and take the test. We can be part of the Google jam even from our hostels," says a student from NIT Warangal. At least 90 out of 120 computer science students at the institute will take the Google code jam this year, says a placement team member.

Google India refused to reveal its hiring target or the number recruited last year. "Our students are placed globally so we do not recruit them keeping location in mind," adds the official quoted earlier.

Google India has been rated the best place to work for five consecutive years in 'India's Best Companies to Work For' study conducted by The Economic Times and Great Place to Work Institute.

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