

Newspaper Clips

December 20, 2010

Times of India ND 20/12/2010 p-15

Life on Earth began 3bn yrs ago

'Great Surge' Came After Primitive Forms Developed Way To Harness Sunlight

Paris: Life on Earth dramatically surged around three billion years ago, possibly when primitive forms developed more efficient ways to harness energy from sunlight, according to a study published on Sunday in Nature.

The conclusion is made by scientists at the Massachusetts Institute of Technology (MIT), who built a "genomic fossil", in essence a mathematical model that took 1,000 key genes that exist today and calculated how they evolved from the very distant past.

The collective genome of all life expanded massively between 3.3 and 2.8 billion years ago, and during this time 27% of all presently

The collective genome of all life expanded massively between 3.3 and 2.8 bn years ago. During this time, 27% of all presently-existing gene families came into being, a study says

existing gene families came into being, the study suggests.

Investigators Eric Alm and Lawrence David said the great surge probably came through the advent of a biochemical process called modern electron transport.

This is a key biological function, involving the movement of electrons within the membranes of cells. It is central to plants and to some microbes, enabling them to harvest energy from the Sun through photosynthesis and to breathe oxygen.

The big change, which Alm and David dub the Archean expansion, was followed some 500 million years later by a phenomenon known as the Great Oxidation Event, when Earth's atmosphere became progressively flooded with oxygen.

The Great Oxidation Event is possibly the biggest species turnover in Earth's history, as

primitive or microbial lifeforms that were non-oxygen breathers died out and were replaced by bigger, smarter aerobic forms.

"Our results can't say if the development of electron transport directly caused the Archean Expansion," David admitted.

"Nonetheless, we can speculate that having access to a much larger energy budget enabled the biosphere to host larger and more complex microbial ecosystems."

"What is really remarkable about these findings is that they prove that the histories of very ancient events are recorded in the shared DNA of living organisms," said Alm. AFP

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Gene link to 130 brain diseases identified

Ajit Ninan

Paris: Scientists on Sunday said they had discovered a bouquet of proteins that play a critical role in the development of more than 130 brain diseases.

Their study also highlights a surprising link between these disorders — including Alzheimer's and Parkinson's — and the evolution of human behaviour, they said. The human brain is a labyrinth of millions of specialised nerve cells interconnected by billions of electrical and chemical pathways called synapses.

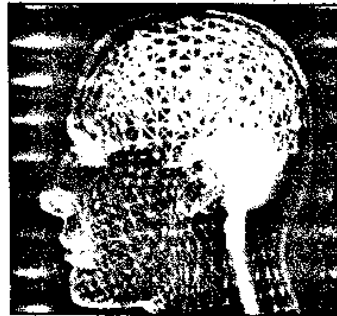
Within synapses are proteins that combine together, forming a molecular machine known as the post-synaptic density, or PSD, which is believed to disrupt synaptic functioning, causing disease and behavioural change.

Reporting in the journal *Nature Neuroscience*, Seth Grant of Britain's Wellcome Trust Sanger Institute led a team that extracted PSDs from synapses of patients undergoing brain surgery.

"We found over 130 brain diseases involve the PSD — far more than expected," said Grant. "The human PSD is at centre stage of a large range of human diseases affecting millions of people."

Besides common and debilitating neurodegenerative disorders, these include epilepsies and childhood development diseases such as autism.

The PSDs identified so far come from combinations of



1,461 proteins, each encoded by a separate gene.

"We now have a comprehensive molecular playlist of 1,000 suspects," noted Jeffrey Neobels, a professor at Baylor College of Medicine in Texas, commenting on the study. "Every seventh protein in this line-up is involved in a known clinical disorder, and over half of them are repeat offenders."

The findings open several news paths toward tackling these illnesses, including better diagnosis, the authors said. To help accelerate this goal, the researchers have released all their data into the public domain, and created the first-ever "molecular roadmap" for human synapses showing how proteins and diseases interconnect. "We can also see ways to develop new genetic diagnostic tests," Grant said.

The study also revealed the proteins in PSDs have deep evolutionary roots and play an indirect role in cognitive behaviours such as learning and memory, as well as emotion and mood. Compared with other gene-encoded proteins, PSD proteins evolved much more slowly. AFP

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Tablets reveal maths skills of Babylonians

Highly sophisticated mathematical practice flourished in Babylonia some 1,000 years before the time of Greek sages Thales and Pythagoras, an exhibition has revealed. An exhibition of 13 ancient Babylonian tablets which date from the Old Babylonian Period (ca.1900-1700 BCE), have been assembled from three important collections. "By demonstrating the richness and sophistication of ancient Mesopotamian mathematics, this exhibition adds an important dimension to the public knowledge of the history of historic cultures and attainments of present-day Iraq," said Jennifer Chi of St Lawrence University.

Hindustan Times, ND 20-Dec-10 p-12

Breather for PhD scholars

NO UGC-NET Teaching eligibility norms relaxed for those enrolled before June 11, '09

Charu Sudan Kasturi

■ charu.kasturi@hindustantimes.com

NEW DELHI: Thousands of aspiring teachers who registered for their PhD programmes before June 11, 2009, need not take the National Eligibility Test (NET), the University Grants Commission has decided, relaxing tough new norms introduced last year.

Students holding PhDs from foreign universities of repute will also be exempt from taking the NET in order to teach, the UGC has decided. The relaxations in norms come as

relief for aspiring teachers as well as for universities across India struggling with massive faculty shortages.

Taken at a recent meeting of the commission, the UGC decision to relax its norms is based on recommendations of a panel it set up in August this year to examine concerns raised by various stakeholders including candidates and universities.

"The relaxation is a potential life-saver for Indian universities, which were already struggling. We have been requesting for this relaxation for some time but our pleas

The relaxations in norms are a potential life-saver for universities, which have for long been struggling with shortage of teachers

VICE-CHANCELLOR
Delhi-based varsity

have till now been ignored," the vice-chancellor of a Delhi-based central university said, speaking on condition of anonymity. The commission came out

with tougher entry norms for teachers in higher education, along with regulations for stricter standards in PhD programmes, following concerns over the quality of PhD scholars and their research in several universities.

The regulations, aimed at improving the quality of the teachers in the country's colleges and universities, however also instantly shrank an already inadequate pool of qualified teachers. Most Indian central universities have vacancies in faculty posts ranging between 20% and 50%.

State universities suffer from an even greater shortage in faculty.

One of the major concerns over the new UGC norms on PhD standards was over candidates who obtained their doctoral degrees abroad at institutions which, though renowned, may not be in strict compliance with the UGC norms.

Under the relaxation, a UGC panel of experts will scrutinise applicants of PhD holders from abroad, instead of these candidates needing to take the NET.

Hindustan Times, ND

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hardat work

gling, Sibal may have just sold them the 'India story'.

Sibal manages to sell 'India story'

A group of students and teachers from Stanford University met human resource development minister Kapil Sibal last week and picked his brains on education in India. The students were excited to learn that Sibal was a product of a top Ivy League university — Harvard Law School. More importantly, the students also found out how India, one of the world's fastest growing economies, could offer them interesting short- and long-term employment opportunities at a time when the American economy is strug-

Economic Times ND 20/12/2010 P23

Is going to an elite college worth the investment?

Jacques Steinberg

AS HUNDREDS of thousands of students rush to fill out college applications to meet end-of-the-year deadlines, it might be worth asking them: Is where you spend the next four years of your life that important?

The sluggish economy and rising costs of college have only intensified questions about whether expensive, prestigious colleges make any difference. Do their graduates make more money? Get into better professional programs? Make better connections? And are they more satisfied with their lives, or at least with their work? Many college guidance counselors will say, find your own rainbow. But that can sound like pabulum to even the most laid-back parent and student. Answers to such questions cannot be found, typically, in the sort of data chummed out annually in the US News and World Report rankings, which tend to focus on inputs like average SAT scores or college rejection rates. Handicappers shy away from collating such information partly because it can be hard to measure something like alumni satisfaction five to 10 years out. Moreover, in taking a yardstick to someone's success, or quality of life, how much can be attributed to one's alma mater, versus someone's aptitude, intelligence and doggedness?

But economists and sociologists have tried to tackle these questions. Their research, however hedged, does suggest that elite schools can make a difference in income and graduate school placement. But happiness in life? That's a question for another day.

Among the most cited research on the subject — a paper by economists from the RAND Corp. and Brigham Young and Cornell Universities — found that “strong evidence emerges of a signifi-

cant economic return to attending an elite private institution, and some evidence suggests this premium has increased over time.”

Grouping colleges by the same tiers of selectivity used in a popular college guidebook, Barron's, the researchers found that alumni of the most selective colleges earned, on average, 40 percent more a year than those who graduated from the least selective public universities, as calculated 10 years after they graduated from high school.

Those same researchers found in a separate paper that “attendance at an elite private college significantly increases the probability of attending graduate school, and more specifically graduate school at a major research university.”

One major caveat: these studies, which tracked more than 5,000 college graduates, some for more than a decade, are themselves now more than a decade old. Over that period, of course, the full sticker price for elite private colleges has far outstripped the pace of inflation, to say nothing of the cost of many of their public school peers (even accounting for the soaring prices of some public universities, especially in California, suffering under state budget crises).

For example, full tuition and fees at Princeton this year is more than \$50,000, while Rutgers, the state university just up the New Jersey Turnpike, costs state residents less than half that. The figures are similar for the University of Pennsylvania and Pennsylvania State University. (For the sake of this exercise, set aside those students at elite colleges whose financial aid packages cover most, if not all, of their education.)

Despite the lingering gap in pricing between public and private schools, Eric R. Eide, one of the authors of that paper on the earnings of blue-chip college graduates, said he had seen no evidence that would persuade him to revise the

conclusion he reached in 1998.

“Education is a long-run investment,” said Eide, chairman of the economics department at Brigham Young. “It may be more painful to finance right now. People may be more hesitant to go into debt because of the recession. In my opinion, they should be looking over the long run of their child's life.” He added, “I don't think the costs of college are going up faster than the returns on graduating from an elite private college.” Still, one flaw in such research has always been that it can be hard to disentangle the impact of the institution from the inherent abilities and personal qualities of the individual graduate. In other words, if someone had been accepted at an elite college, but chose to go to a more pedestrian one, would his earnings over the long term be the same? In 1999, economists from Princeton and the Andrew W. Mellon Foundation looked at some of the same data Eide and his colleagues had used, but crunched them in a different way: They compared students at more selective colleges to others of “seemingly comparable ability,” based on their SAT scores and class rank, who had attended less selective schools, either by choice or because a top college rejected them.

The earnings of graduates in the two groups were about the same — perhaps shifting the ledger in favor of the less expensive, less prestigious route. (The one exception was that children from “disadvantaged family backgrounds” appeared to earn more over time if they attended more selective colleges. The authors, Stacy Berg Dale and Alan B. Krueger, do not speculate why, but conclude, “These students appear to benefit most from attending a more elite college.”)

Earnings, of course, and even graduate school attendance, are but two of many measurements of graduates' success post-college.

Earlier this year, two labor and education professors from Penn State, along with a sociologist from Claremont Graduate University in California, sought to examine whether graduates from elite colleges were, in general, more satisfied in their work than those who attended less prestigious institutions.

Writing in April in the *Journal of Labor Research*, the three researchers argued that “an exclusive focus on the economic outcomes of college graduation, and from prestigious colleges in particular, neglects a host of other employment features.” Mining a sample of nearly 5,000 recipients of bachelor's degrees in 1992 and 1993, who were then tracked for nearly a decade, the authors concluded that “job satisfaction decreases slightly as college selectivity moves up.” One hypothesis by the authors was that the expectations of elite college graduates — especially when it came to earnings — might have been higher, and thus more subject to disappointment, than the expectations of those who graduated from less competitive colleges. Still, one of those authors, Scott L. Thomas, a sociologist who is a professor of educational studies at Claremont, said high school students and their parents should take any attempt to apply broad generalizations to such personal choices with a grain of salt. “Prestige does pay,” Thomas said. “But prestige costs, too. The question is, is the cost less than the added return?”

His answer was one he said he knew families would find maddening: “It depends.” For example, someone who knew he needed to earn a reliable salary immediately after graduation, and as a result chose to study something practical like business or engineering, might find the cost-benefit analysis tilted in favor of a state school, he said.

New York Times News Service

Mail Today ND 20/12/2010 p-14

Bhatnagar awardee gets a push for posting as JNU V-C

By **Kavita Chowdhury**
in New Delhi

SENIOR SCIENTIST Alok Bhattacharya of the School of Life Sciences has recommended to the search committee fellow scientist Sudhir Kumar Sopory for the post of vice-chancellor of the Jawaharlal Nehru University (JNU).

Sopory, a Padmashree awardee and recipient of the Bhatnagar Award is now a front-runner for the post. But the final decision will be taken by President Pratibha Patil.

Bhattacharya describes Sopory, who is the group leader of plant molecular biology at the International Centre for Genetic Engi-



Sudhir Kumar Sopory neering and Biotechnology (ICGEB), as “top-of-the-field, with an impeccable reputation”.

The scientist said he proposed Sopory's name as he was “a silent worker”. “This is the kind of person the JNU needs to give it academic leadership. He is

above-board and top-of-the-line,” Bhattacharya said. “Sopory has spent more than 20 years as a teacher and he is the man we need to lead the university,” he added.

Sopory has also been a former professor at JNU's School of Life Sciences.

“I taught at the JNU from 1973 to 1997, till I joined ICGEB. I have served in many capacities, including as provost, in the academic council. I have also been in touch with my former colleagues,” Sopory said.

Other candidates in the fray are Deepak Nayar, former V-C of Delhi University, and Amitabh Mattoo, strategic affairs expert and former V-C of Jammu University.

Financial Express ND

20/12/2010 P7

GMAT body plans to tap rural talent

Soma Das

New Delhi, Dec 19:

Around 66% of GMAT-test takers in India end up using test preparatory classes, Lawrence Rudner, vice-president, Graduate Management Admission Council (GMAC), the global body that conducts GMAT worldwide, told *FE*.

Rudner was here last week to engage the management and faculty of MBA test preparatory ventures such as career launcher, careerforum, TIME and pagalguy.com. This is part of GMAC's strategy to reach out to semi-urban and rural corners of India by partnering local coaching institutes.

David Wilson, CEO, GMAC had told *FE* earlier this year that his team would return with a clear agenda of reaching out to promising candidates in the semi-urban and far-flung rural areas by tapping owners and trainers of the popular MBA coaching institutes. These institutes directly interact with students in the hinterland through their branches.

Close to 64% of the GMAT takers in India depend on word of mouth while finalising their coaching centre and other mode of preparation for the test, vis a vis only 12% of candidates who learn of their test preparatory classes through advertisements.

In addition, another 28% of candidates heard of their coaching centres online.

Considering that the average Indian GMAT score is 23 points higher than the global average, it would not like to lose out on potential future managers.

GMAT would be introducing a separate module of mandatory 'integrated reasoning' on data analysis and interpretation from 2012 onwards. This is al-



FACTWISE

- 66% of GMAT takers in India use preparatory classes
- Average Indian GMAT score is 23 points higher than the global average
- Separate module on data analysis to be introduced from 2012
- GMAC would waive the fees of 500 students worldwide annually
- The number of centres to be increased to 25 in four years

ready being piloted across the world, wherein candidates are offered discount if they opt to attempt this section along with other modules such as verbal and quantitative, said Rudner.

Although the GMAT scores are used by almost 2,000 business schools and over 4,700 programmes in the world, an average candidate aspiring for an MBA degree in a small centre of India that has an annual per capita income of Rs 38,000 would find even the cost of taking the test, over Rs 11,000, prohibitive.

In line with its strategy to include the alienated sections, GMAC would waive the fees of 500 students worldwide annually. GMAC, which has 17 centres in India out of 500, the second largest testing location, will increase the number to 25 over the next three-four years. The admission council also aims to double the number of B-schools based in India that use GMAT scores to 100 from 50.

Business Standard ND 20/12/2010 p-11

'India is important, but no campus here'

When over half a dozen international B-schools have already launched their India initiatives, Stanford University's Graduate School of Business says it is in no hurry to do the same. GARTH SALONER, the school's dean, tells Kalpana Pathak how India is important for the school in a different way and programme launches would only be need-demand-based. Edited excerpts:

How important is India in Stanford's scheme of things?

India and China are discussed a lot as growing economies. In fact other economies including Indonesia, South Africa, Kenya, Tanzania, and Rwanda are growing at the rate of 6-8 per cent. Thus the requirement of leadership in these countries is large. One is looking for leaders who can advance the organisations to next level. Managerial talent is in short supply and thus there is tremendous appetite for right kind of leadership. We will address that gap. Also, India is a wonderful place to come and conduct experiments.

What kind of experiments?

Recognising India's role in the global marketplace, we would be organising annual study trips for our students and faculty to various Indian cities. We have stepped up interaction between our faculty members and students with Indian industries to familiarise them with the ongoing developments in the country.

Any specific Indian sector that GSB is looking at?

Yes. At present its health care. This month our students and faculty will be visiting various Indian hospitals, medical companies, and will also interact with government policy-makers regarding health care issues in India. We would develop new discussions, cases, and research that can be brought into our classrooms.

Does GSB plan to extend ties with Mukesh Ambani?

I am meeting Mukesh Ambani on this trip to learn more about the new education initiatives and may take a call later. Mukesh Ambani is an alumnus of the Stanford Graduate School of Business and with



Q&A

Garth Saloner

Dean, Stanford Graduate School of Business

him in 2008, we established the Reliance Dhirubhai India Education Fund to provide fellowships to five Indian students. The initiative is doing well. The fellowship covers all expenses of application and attendance to the programme.

What is GSB doing about design thinking, a trend among B-schools?

We are fascinated by design thinking too. We have learned

design thinking through our engineering and design school. More and more of this will be seen in years to come. Design thinking has brought a whole variety of innovation at the bottom of the pyramid. For instance, our students went to a village in a sub-Saharan Africa where a number of babies die for want of incubation which cost around \$20,000. Also there is no regular power supply to support running of incubators. Our students took up the challenge and discovered a small baby sleeping bag. You apply a gel onto the back of the bag and put that into a pot of boiling water. This product could be sold in the range of \$25 to \$75 a unit.

HARVARD DIALS INDIAN SCHOOLS FOR CASE STUDIES

In a first, publishing arm wants 15 case studies from two management institutes

KALPANA PATHAK
Mumbai

Harvard Business Publishing (HBP) India, the wholly-owned subsidiary of Harvard Business School Publishing Corporation, will, for the first time, take 15 case studies from two Indian B-schools.

HBP publishes management content for academics, students, and professionals.

"For the first time HBP would be accepting Indian case studies and adding them to its existing collection of 8,500 cases. We will market these case and make them available in other parts of the world. Many are interested to know and learn what's happening in India," Ray Carvey, Executive Vice President, Corporate Learning, told Business Standard.

While Carvey did not reveal which B-schools HBP is in talks with, sources said one of the B-schools is the Bangalore-based Indian Institute of Management (IIM-B).

Confirming the development IIM Bangalore Director, Pankaj Chandra said, "This arrangement would allow us to disseminate our case studies to global B-schools. This reflects the quality of work happening in India."

IIM-B would be signing an agreement with HBP in the next three months. HBP has reviewed around eight case studies done by IIM-B faculty members so far with few more to be reviewed shortly.

IIM-B has been working with HBP for over past six months on refining the case studies done by its faculty members. "HBP's editorial board suggested some changes in the case study which we have made in a few with few more to go," said an IIM-B faculty member:

IIM Bangalore has also signed a memorandum of understanding with Canada-based Richard Ivey School of Business to co-brand its case studies.

HBP distributes these case studies to various B-schools it has academic relationships with. B-schools on the other hand are paid royalty on the published cases.

Case studies are widely used across B-schools to teach students how to assess business situations to facilitate



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decision making. During the course of any two-year management programme, students may use as many as 800 case studies.

A case study is a detailed account of any company, industry, or project over a given period of time. The content may include information ranging from company objectives, strategies, challenges, results, legal frameworks, recommendations, etc. Case studies may be brief or extensive, ranging from four pages to 30 pages or more.

HBP is also looking at strengthen-

ing its corporate learning programme in India.

HBP's corporate learning programmes, Leadership Direct — virtual classroom and Harvard Management — online learning, are already in India with a growing customers base.

At present India contributes around 4 per cent to HBP's total revenue and the company sees this growing up to 6 per cent in the next three years. Europe represents around 14-15 per cent of its revenues.

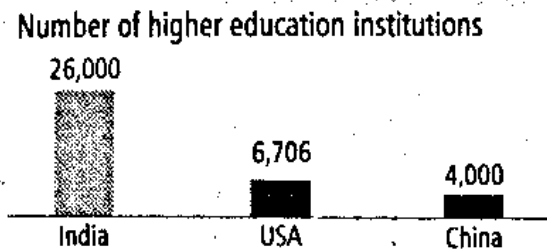
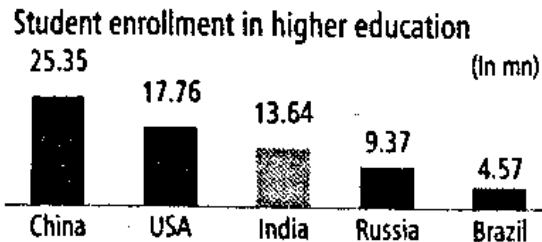
HBP says it is looking at developing

more resources in the Indian subsidiary.

"India is an important opportunity for us and we value the leadership and management development opportunities here. We think we can have a real economic and intellectual impact in the countries we serve," added Carvey.

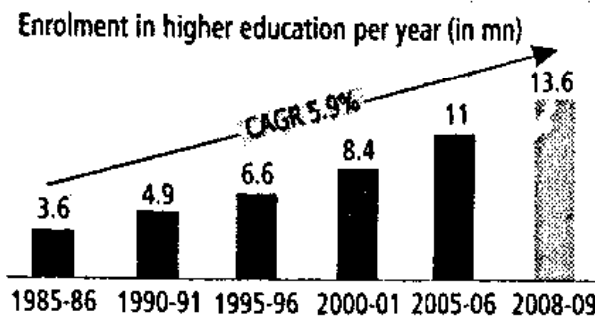
HBP has more than doubled its corporate learning client base in the last one year. "Over all our business has grown 20 per cent and we can grow much faster but our emphasis is on quality than quantity. At present HBP serves around 30 companies," said Carvey.

INDIA HAS ONE OF THE LARGEST HIGHER EDUCATION SYSTEMS IN THE WORLD



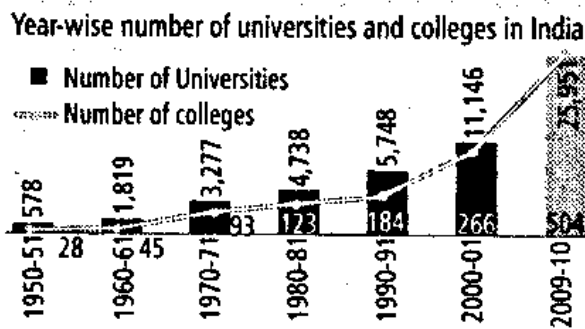
India's higher education system is the largest in terms of number of institutions and third largest in terms of enrollment

INCREASE IN STUDENT ENROLMENT IN HIGHER EDUCATION



- There are 13.6 million students undergoing higher education in India
- Nearly half of these students have joined the system over the last decade

GROWTH IN NUMBER OF HIGHER EDUCATION INSTITUTIONS



- Higher education in India has seen an unprecedented boom in the number of colleges and universities in the last decade. The number of universities and colleges have almost doubled, led by massive participation by the private sector.
- Since 1950-51, the number of universities has increased from 28 to 504, while colleges have grown from 578 to 25,951

Source: Ernst & Young and FICCI '10 report--New realities, new possibilities: The changing face of Indian higher education

साठ दिनों तक ताजा रहेंगे सेब, संतरे

आईआईटी दिल्ली के वैज्ञानिकों ने दस साल में तैयार की फ्रूश-वाश तकनीक

■ अनुराग मिश्र

नई दिल्ली

अब आप बिना रेफ्रिजरेशन के सेब को दो महीने तक ताजा रख सकेंगे। भारतीय प्रौद्योगिकी संस्थान, दिल्ली के वैज्ञानिकों ने ऐसी तकनीक ईजाद कर ली है जिसकी सहायता से फल और सब्जियों को अधिक समय तक फ्रेश रखा जा सकेगा। प्रमुख बात ये है कि यह तकनीक पूरी तरह प्राकृतिक है और इससे किसी तरह का कोई साइड इफेक्ट नहीं होगा।

आईआईटी दिल्ली के वैज्ञानिक प्रो. एच.एम.चावला का कहना है कि दस सालों की कड़ी मेहनत के बाद हमने फ्रूश-वाश तकनीक तैयार की है जो कि फल को लंबे समय तक ताजा रखने में मददगार होगी। उन्होंने बताया कि भारत फल और सब्जियों के उत्पादन के मामले में दूसरा स्थान रखता है लेकिन 40 से 45 प्रतिशत सब्जियां या फल बाजार तक पहुंचने से पहले ही खराब हो जाते हैं।

फ्रू-वाश तकनीक



क्या है फायदा

- तकनीक का प्रयोग बगीचों, थोक विक्रेताओं, रिटेलर और घरों में किया जा सकता है
- तकनीक विभिन्न स्थितियों और स्तर पर कारगर है। जैसे कि कोल्ड स्टोरेज स्तर पर बिजली की बचत करने, रेफ्रिजरेशन की आवश्यकता नहीं
- आपदा की स्थितियों में जब नियमित तौर पर सप्लाई नहीं हो पाती है

बेर के पेड़ से निकलने वाली लाकड़ का आइसोलेशन करके योगिक को शुद्ध किया जाता है। उसका घोल बनाया जाता है। इस घोल में किसी फल या सब्जी को धुला जाता है। उस दौरान फल पर पतली परत चढ़ जाती है और फल के कुछ छिद्र बंद हो जाते हैं, लेकिन छिद्र पूरी तरह से बंद नहीं होते क्योंकि इससे फल का स्वाद खराब होने का खतरा रहता है। फल में ऑक्सीजन देर से पहुंचती है। इससे फल लंबे समय तक ताजा रहता है।

एक नजर

- विज्ञान एवं प्रौद्योगिकी मंत्रालय, फूड एंड प्रोसेसिंग मंत्रालय, ग्रामीण विकास मंत्रालय और पर्यावरण और वन मंत्रालय द्वारा मिला था फंड
- प्रति वर्ष भारत में फलों के खराब होने से होता है चालीस हजार करोड़ रुपए का नुकसान
- एक लीटर फ्रू-वाश तकनीक 150 किग्रा फलों के लिए पर्याप्त होती है
- सऊदी अरब एयरपोर्ट में करीब 45 लाख की होती है हानि
- आईआईटी दिल्ली में लगा है प्लांट। हिमाचल में घुमारिवन, विलासपुर, झंडूटा में लागू होने जा रही है स्कीम

कौन सा फल कितने समय रहेगा ताजा

सेब	पाच हफ्ते
संतरा	तीन हफ्ते
नाशपाती	दो हफ्ते
टमाटर	दो हफ्ते
अंगूर	दस दिन
अमरुद	दस दिन
आलुबुखारा	12 दिन
कीनू	दो हफ्ते
शिमला मिर्च	दस दिन

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मीडिया कोर्स के लिए यूनेस्को के मानक

मीडिया की पढ़ाई के साथ-साथ कई और विषयों को भी जोड़ा गया

जय प्रकाश मिश्र

नई दिल्ली

यूनाइटेड स्टेट एजुकेशनल साइंटिफिक एंड कल्चरल ऑर्गेनाइजेशन (यूनेस्को) ने देश भर के मीडिया संस्थानों के लिए मीडिया कोर्स का मानक तैयार किया है। जिसमें मीडिया की पढ़ाई के साथ-साथ कई और विषयों को भी जोड़ा है।

यूनेस्को के साउथ एशियन नोडल सेंटर संयोजक शंभुनाथ सिंह ने बताया कि यूनेस्को के कोर्स को तैयार करने में दुनिया के मीडिया विशेषज्ञों ने करीब तीन साल लगे हैं। उन्होंने बताया कि यूनेस्को ने जो मानक तैयार किया है, उसके आधार पर तैयार किए गए कोर्स मीडिया की पढ़ाई के अलावा समाज शास्त्र, राजनीतिक शास्त्र, साहित्य, दर्शन शास्त्र के साथ-साथ संस्कृति एवं कला को जोड़ा गया है।

क्या है यूनेस्को का मानक

यूनेस्को ने मीडिया कोर्स को अंतरराष्ट्रीय स्तर पर तैयार किए गए हैं। मीडिया के विशेषज्ञों ने तीन साल के अध्ययन के बाद इसे तैयार किया है।

क्या-क्या है कोर्स में

यूनेस्को के मानक पर तैयार मीडिया कोर्स में समाज शास्त्र, राजनीति शास्त्र, भाषा, साहित्य, संस्कृति एवं कला को जोड़ा गया है।

यूनेस्को के मानक सार्क देशों में भी लागू किए जाएंगे, लेकिन अलग-अलग देशों के संदर्भ में साहित्य, इतिहास, राजनीतिक शास्त्र, भाषा आदि में बदलाव होगा। उन्होंने बताया कि इस मानक को पिछले साल तैयार किया गया। उन्होंने बताया कि इसके लिए नेपाल, भूटान, वर्मा, बांग्लादेश, पाकिस्तान, श्रीलंका आदि सभी सार्क देशों के

किन देशों में होगा लागू

भारत सहित नेपाल, भूटान, श्रीलंका, पाकिस्तान, अफगानिस्तान, बांग्लादेश, मालदीव देशों के मीडिया संस्थानों में लागू होगा।

भारत में कहां है लागू

इंदिरा गांधी राष्ट्रीय मुक्त विश्वविद्यालय (इग्नू) और गुरु गोविंद सिंह इंदरप्रस्थ विश्वविद्यालय (आईपीयू) ने यूनेस्को के मानक को लागू करते हुए कोर्स में बदलाव किया है।

मीडिया संस्थानों की एक मैप तैयार की जा रही है।

मानक पर खरा उतरने पर वैसे संस्थानों को यूनेस्को की ओर से सम्मानित करने की भी व्यवस्था की गई है। यूजीसी भारत में विश्वविद्यालयों की शीर्ष नियंत्रक संस्था है अगर वह इन मानकों को मंजूरी देती है तो यह सभी विश्वविद्यालयों में लागू हो जाएंगे।

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आईटी-बीपीओ हब बनेगा लखनऊ-कानपुर कॉरिडोर!

वीरेंद्र सिंह रावत
लखनऊ, 19 दिसंबर

उद्योग जगत का मानना है कि लखनऊ-कानपुर कॉरिडोर आने वाले वर्षों में आईटी-बीपीओ हब के रूप में विकसित हो सकता है। इसके लिए सरकार को अतिरिक्त सक्रियता दिखानी होगी, जिससे इस सपने को हकीकत में तब्दील किया जा सके।

इस कॉरिडोर पर अंतरराष्ट्रीय हवाई अड्डा, इंडियन इंस्टीट्यूट आफ मैनेजमेंट लखनऊ, इंडियन इंस्टीट्यूट आफ टेक्नोलॉजी कानपुर, अच्छी गुणवत्ता वाली स्वास्थ्य सुविधाएं, बैंकिंग, इश्योरेंस और उद्योग जगत की सुविधा के लिए अन्य बुनियादी ढांचा मौजूद है। वहीं अन्य इलाकों, खासकर गुडगांव और नोएडा की तुलना में यहां रहना सस्ता है।

कॉन्फेडरेशन आफ इंडियन इंडस्ट्री (सीआईआई) के विशेषज्ञों का भी मानना है कि लखनऊ-कानपुर की ऐतिहासिक और भौगोलिक स्थितियों की अब तक उपेक्षा हुई है। जब भारत में आईटी-बीपीओ क्षेत्र तेजी से विकसित हो रहा था तो अन्य इसी तरह के कॉरिडोर की तुलना में लखनऊ-कानपुर में विकास कम हुआ। उत्तर प्रदेश इन्फ्रास्ट्रक्चर एंड इंडस्ट्रियल डेवलपमेंट कमिश्नर अनूप मिश्र ने कहा कि इस कॉरिडोर के आईटी हब बनने की पूरी संभावना थी और इलाके में प्रमुख निवेशकों को आकर्षित किया जा सकता था। उन्होंने कहा कि यह बेहतर विकल्प नहीं होगा कि सरकार इसे आईटी-सेज के रूप में विकसित करे, बल्कि निजी क्षेत्र को आईटी सेज के रूप में इस इलाके को विकसित करने के लिए खुद आगे आना चाहिए। उन्होंने कहा कि सरकार इसके लिए हर संभव मदद करेगी।

आईआईटी कानपुर के निदेशक संजय धांडे ने कहा कि इस दौरान देश के अन्य इलाकों ने आईटी शहरों को विकसित करने में अहम भूमिका निभाई और आर्थिक गतिविधियों को गति देने के लिए टियर-2 शहरों को प्रमुख केंद्र के रूप में चुना। उन्होंने कहा, 'यह एक सही मौका है कि लखनऊ-कानपुर को आईटी

'उत्तर प्रदेश में आईटी क्षेत्र में निवेश नोएडा में शुरू होता है और वहीं खत्म हो जाता है। अगर टियर-2 के शहरों में सुविधाएं दी जाएं तो अच्छी संभावना है'

हब के रूप में विकसित करने के लिए एक प्राधिकारी की नियुक्ति या विशेष कंपनी (एसपीवी) बनाई जानी चाहिए। जब इसके लिए खास एजेंसी होगी तो भविष्य में इसके लिए संभावनाएं भी ज्यादा होंगी।' उन्होंने कहा कि राजस्थान, गुजरात, मध्य प्रदेश, आंध्र प्रदेश और कर्नाटक की तुलना में राज्य में शिक्षा की गुणवत्ता बेहतर है, लेकिन हम अपने मानव संसाधन का निर्यात करने में लगे हैं। उन्होंने कहा कि यहां पर प्रतिभाओं की कमी नहीं है। उन्होंने कहा कि राज्य सरकार को छवि सुधारने और अपने सकारात्मक पहलुओं को सामने लाने की जरूरत है। उन्होंने कहा कि गंगा एक्सप्रेस वे बन जाने से लखनऊ-कानपुर का संपर्क बेहतर होगा और इससे आर्थिक विकास को गति मिलेगी।

सीआईआई उप्र राज्य काउंसिल के चेयरपर्सन जयंत कृष्ण ने ध्यान दिलाया कि उत्तर प्रदेश, देश के 3 प्रमुख आईटी निर्यातकों में से एक था, जो अब छोटे पायदान पर पहुंच चुका है। उन्होंने कहा कि दुख की बात है कि उत्तर प्रदेश में आईटी क्षेत्र में निवेश नोएडा में शुरू होकर नोएडा में ही खत्म हो जाता है। उत्तर प्रदेश में हर साल 1,40,000 इंजीनियर बनते हैं, लेकिन नौकरियों के लिए वे दूसरी जगहों का रुख कर लेते हैं। कृष्णा ने कहा कि टियर-2 शहरों में आईटी पार्क और सेज विकसित करने की जरूरत है, क्योंकि मेट्रो शहरों में करीब परिपूर्णता की स्थिति है।

उन्होंने सुझाव दिया कि उत्तर प्रदेश सरकार लखनऊ में सीधे आईटी-सेज बना सकती है, या निजी क्षेत्र को भूमि उपलब्ध कराकर आईटी पार्क का निर्माण करा सकती है, जैसा कि महाराष्ट्र और आंध्र प्रदेश में हुआ है।

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होमियोपैथी का रहस्य

आईआईटी मुंबई के शोधकर्ताओं का दावा है कि होमियोपैथी की उच्च शक्ति की दवाओं में नैनो कणों के रूप में रसायन रहते हैं।

होमियोपैथी के समर्थकों के लिए एक अच्छी खबर यह है कि होमियोपैथी के उस रहस्य के खुलने की दिशा में शायद कुछ प्रगति हुई है, जिसकी वजह से होमियोपैथी के विरोधी इसे अवैज्ञानिक या सीधे-सीधे निरर्थक मानते थे। लोगों को याद होगा कि तकरीबन छह महीने पहले ही ब्रिटिश मेडिकल एसोसिएशन ने काफी खोजबीन के बाद होमियोपैथी को बेकार करार दिया था। एसोसिएशन का निष्कर्ष था कि होमियोपैथी की दवाओं का कुछ असर नहीं होता और ये दवाएं लेना या चीनी की सादी गोलियां खाना एक बराबर है। होमियोपैथी में भरोसा करने वालों के पास भी इस सवाल का कोई जवाब नहीं था कि इतनी कम मात्रा में दी गई दवा कैसे असर करती है। होमियोपैथी की दवाएं बनाने का तरीका यह है कि एक भाग दवा को 99 भाग अल्कोहल में मिलाते हैं, इसे 1-सी शक्ति कहते हैं। फिर इसी 1-सी शक्ति की एक भाग दवा को 99 भाग अल्कोहल में मिलाते हैं, इसे 2-सी कहते हैं। इसी तरह दवा की सांद्रता को और कम करते जाते हैं। माना यह जाता है कि दवा की मात्रा जितनी कम होती जाएगी, उसकी शक्ति बढ़ती जाएगी। होमियोपैथी में एक हजार और एक लाख तक की शक्ति की दवाएं बनाते हैं, लेकिन परंपरागत रसायन विज्ञान के मुताबिक, 12-सी या 13-सी शक्ति के बाद दवा की सामान्य मात्रा में मूल दवा का एक कण भी नहीं होना चाहिए। अगर ऐसा है, तो 200 और 1,000 शक्ति की दवाएं कैसे काम करती हैं? होमियोपैथी के आलोचकों का मानना है कि इसलिए यह चिकित्सा पद्धति धोखाधड़ी है। होमियोपैथी में विश्वास रखने वाले कहते हैं कि कैसे काम करती है यह पता नहीं, पर ये दवाएं काम करती हैं।

लेकिन अब आईआईटी मुंबई के शोधकर्ताओं ने होमियोपैथी पर एक शोध पत्र लिखा है, जिसमें उन्होंने कहा है कि बेहद कम सांद्रता और ज्यादा शक्ति की दवाओं में भी दवा के नैनो कण मौजूद होते हैं और इसी वजह से ज्यादा शक्ति की दवाएं ज्यादा असर करती हैं। इन शोधकर्ताओं ने आसपास की दुकानों से ही होमियोपैथी की दवाएं खरीदीं और उनकी बेहद ताकतवर माइक्रोस्कोप से जांच की। इस जांच में उन्हें ये नतीजे मिले। एक प्रतिष्ठित संस्थान से यह जांच हुई है, इसलिए इस पर हम भरोसा कर सकते हैं। यह कहना इसलिए जरूरी है, क्योंकि इसके पहले होमियोपैथी के रहस्य को सुलझाने के कुछ दावे किए गए थे, बाद में पता चला कि वे धोखाधड़ी के मामले थे। मसलन एक बहुत प्रतिष्ठित विज्ञान पत्रिका में किसी ने एक शोध पत्र प्रकाशित किया था, जिसके मुताबिक उच्च शक्ति की दवाओं में मूल दवा के कण तो नहीं होते, किंतु उसके गुणों की छाप अल्कोहल के अणुओं पर रह जाती है। बाद में यह शोध फर्जी निकला। बहरहाल, भारत में होमियोपैथी अपने आविष्कार के तुरंत बाद आ गई थी और आज भी लोकप्रिय है। ईश्वरचंद्र विद्यासागर जैसे विख्यात लोगों ने होमियोपैथी में कई भारतीय दवाएं जोड़ीं। भारतीयों का मानना यही है कि दवा से फायदा होना चाहिए, कैसे और क्यों, इससे क्या फर्क पड़ता है। पश्चिमी देशों में होमियोपैथी के प्रयोग पर काफी बंदिशें हैं। वहां सिर्फ आधुनिक चिकित्सा में शिक्षा प्राप्त डॉक्टर ही होमियोपैथी से इलाज कर सकते हैं। संभव है और वैज्ञानिक प्रमाण मिलने पर होमियोपैथी को उन देशों में मान्यता मिल सके, जहां उसका जन्म हुआ और शुरुआती दिनों में विस्तार हुआ।

आईफोन चुटकी में करेगा अनुवाद

'वर्ड लेंस' के जरिए कैमरे में कैद किए गए शब्दों का ट्रांसलेशन मुमकिन

एजेंसियां

लंदन

छुट्टियों में परिवार के साथ विदेश यात्रा पर निकलने की तैयारी कर रहे हैं, तो अपने साथ आईफोन ले जाना मत भूलिएगा। परदेस में रास्ता भटकने पर यह लैंडमार्क पर लिखे शब्दों का अनुवाद कर आपको होटल तक पहुंचने में मदद करेगा।

जी हां, ब्रिटिश वैज्ञानिक आईफोन के लिए 'वर्ड लेंस' नामक ऐसी तकनीक ईजाद करने में कामयाब रहे हैं, जो फोन में लगे कैमरे में कैद किए गए शब्दों का अंग्रेजी में अनुवाद कर सकेगा। अभी तक यह सुविधा केवल स्पेनी भाषा के लिए उपलब्ध थी, लेकिन आने वाले दिनों में इससे अन्य भाषा के शब्दों का अनुवाद

नई तकनीक

- अभी तक सिर्फ स्पेनी भाषा के लिए उपलब्ध थी सुविधा, बहुत जल्द अन्य भाषाएं भी होंगी शामिल
- टेक्स्ट रिकग्निशन सिस्टम करेगा शब्दों की पहचान, ट्रांसलेशन सॉफ्टवेयर पर अनुवाद का जिम्मा
- परदेस में रास्ता भटकने की स्थिति में मुसाफिरों को होटल तक पहुंचने में मदद करेगी यह तकनीक

भी मुमकिन होगा। 'डेली मेल' के मुताबिक 'वर्ड लेंस' पहले टेक्स्ट रिकग्निशन सिस्टम की मदद से शब्दों और मुहावरों की पहचान करता है। फिर इसमें लगे ट्रांसलेशन सॉफ्टवेयर वांछित भाषा में उसे अनुवादित कर स्क्रीन पर जारी कर देते हैं। 'वर्ड लेंस' को लेकर यूट्यूब पर जारी किया गया एक प्रमोशनल

वीडियो तेजी से लोकप्रिय हो रहा है। हालांकि इस तकनीक से जुड़ी कुछ खामियां भी हैं, जिन्हें नजरअंदाज नहीं किया जा सकता।

अखबार की मानें 'वर्ड लेंस' किसी भी वाक्य या मुहावरे का शाब्दिक अनुवाद करता है। लिहाजा आईफोन के जरिए किया गया ट्रांसलेशन व्याकरणिक रूप से सही हो, यह जरूरी नहीं। बावजूद इसके रेस्तरांओं के मेन्यू और सड़क किनारे लैंडमार्क पर लिखे शब्दों को समझने में बेहिचक इसकी मदद ली जा सकती है। 'वर्ड लेंस' की निर्माण टीम से जुड़े ओटावियो गुड के अनुसार यह तकनीक पहले शब्दों की लिखावट को परखती है। फिर संबंधित भाषा की डिक्शनरी खंगालकर उपभोक्ता के सामने इसका अर्थ पेश करती है। बकौल गुड, कंपनी आईफोन में ट्रांसलेशन सॉफ्टवेयर के अलावा 'ब्लाइंड रीड' सुविधा भी उपलब्ध कराने पर विचार कर रही है।