

Newspaper Clips

December 21, 2010

Times of India ND 21-Dec-10

p-9

IISc to use JEE scores for BSc

Mumbai: Beginning academic year 2011, the Indian Institute of Science, Bangalore, will admit candidates to its new Bachelors in Science course on the basis of their IIT-JEE scores. The 101-year-old IISc is starting the four-year undergraduate programme in the coming year and will select 120 students from four entrance exams apart from the IIT-JEE.

According to the faculty at IISc, the programme will be rooted in engineering, but will have touches of social sciences. After a strong grounding in sci-

ences and mathematics, the students will be allowed to pick a specialization in their fourth semester. "A specialization is designed to cater to the vocational interest of a student," said the institute's website.

The course will end with the students working on a research project for the last two semesters. Apart from the IISc, all the Indian Institutes of Science Education and Research as well as the Pandit Deendayal Petroleum University will choose its students on the basis of IIT-JEE scores. **TNN**

Times of India ND 21-Dec-10 p-16

UGC relaxes eligibility norms for university teachers

A practical move

Barely a year after establishing new criteria for PhD students who are looking to teach, the University Grants Commission (UGC) has rolled them back for students registered up until last year, and with good reason. If universities are to travel in the direction of autonomy they should have greater power to appoint the faculty they want, instead of subjecting the latter to a centralised test like the National Eligibility Test (NET), which is of dubious value in assessing research or teaching talent. As various educators had warned, the upshot of the new norms was that the higher education system – already struggling with a shortage of teachers – went further under with the teacher pool shrinking by as much as half in some universities. While the general standards of higher education need to be raised, the new norms didn't help at all.

Not only is the NET itself problematic with various structural issues cropping up since its implementation, there is no synergy between the NET and PhD students from foreign universities. Attracting top-flight academics from around the world

should be a priority for the educational system. But if those holding PhDs from reputed universities abroad are made to undergo a redundant test, it achieves exactly the opposite effect. The authorities, thankfully, seem to have understood this now.

They are allowing enough flexibility for such cases to be considered on a case-

■TIMES VIEW■

by-case basis and exempted from the NET if necessary.

The problem of poor quality PhDs being churned out must be dealt with in a phased manner that does not upset the equilibrium of universities that are already straining to keep up with demand. Bringing about stricter norms of accountability and performance for existing teachers will gradually improve the quality of PhD students. And above all universities must be responsible for their own fate.

It will breed nepotism

The UGC has decided to relax teaching eligibility norms to tackle faculty shortages at universities across India. From now onwards, aspiring lecturers with an M Phil or PhD will be exempted from taking the NET in

is very much desired. Through the NET, the UGC has been able to maintain uniformity and quality in higher education. In fact, various expert committees formed by the UGC from time to time have reiterated this observation and have favoured continuing with the NET framework. The absence of NET could breed a culture marked by nepotism and preferential appointments in our colleges and universities.

■COUNTER VIEW■

Jay Kumar

Instead of creating more avenues for corruption, the UGC should do some soul-searching and come up with realistic solutions. For instance, there is a need to expedite the recruitment process in colleges and universities. Similarly, there is an urgent need to ensure that the state eligibility tests are regularly conducted in states. Moreover, one fails to understand privileged treatment for foreign degrees. There has to be a vetting system to ensure the quality of these degrees. After all they use standardised tests like TOEFL and GRE to assess our post-graduate candidates, don't they?

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Times of India ND 21-Dec-10 p-17

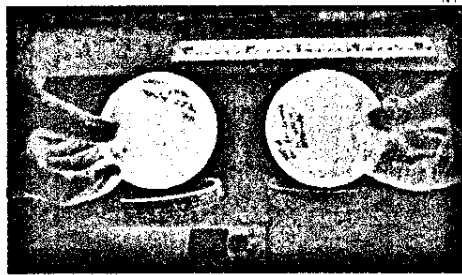
'Garage biologists': Turning geek chic

'Biohackers' Are The New Do-It-Yourself Scientists

Jed Lipinski

It was a school night in November, and a ragtag band of self-appointed biologists was trolling the web for discount lab equipment. Coming across a new NanoDrop Spectrophotometer, a device used to measure quantities of DNA, they perked up. "Ooh, that one's 30% off," said Sung Won Lim, 22, who works the graveyard shift at a 24-hour grocery in Elmhurst, Queens. "That only applies to the service plan," said Russell Durrett, 23, a lab technician at New York University's Center for Genomics. The actual price, he noted, was \$10,650.

The group was hanging out at GenSpace, a new do-it-yourself biology lab carved out of an old office building in downtown Brooklyn. Its members, who call themselves "garage biologists" or "bio-



Fluorescent E coli samples seen at GenSpace, a new do-it-yourself biology lab carved out of an old office building in New York

hackers," are trying to do for modern biology what hackers did for computers: turning geek into chic.

Aided by web sites including OpenWetWare.org, which give laypeople access to the same information as PhD candidates — not to mention the easy availability of computers that rival those found in uni-

versity and pharmaceutical labs — these biohackers are reinventing Frankenstein for the modern age. Their pursuits are anything but amateur. They are cloning E coli strains to become resistant to radiation, genetically engineering bacteria to prevent malaria and, in one case, seeking a cure for cancer using common items like salt water and radio waves.

But not all their undertakings are so bold. Lim, for instance, is sequencing a DNA swab from his cheek, in an effort to chart the migratory patterns of Koreans like himself.

Such experiments are typical of today's DIY biology movement, or DIYbio, a motley crew that includes artists, bankers, and freelance writers, many of whom haven't cracked a science textbook since high school. DIYbio is part of a wider movement of amateur scientists who are pursuing high-level scientific research in their basements. Their ilk made headlines this summer when Mark Suppes, a web developer in Brooklyn, built a nuclear reactor in his studio, making him the 38th amateur physicist to fuse atoms successfully. NYT NEWS SERVICE

Times of India ND 21-Dec-10 p-17 China develops spherical robot with telescopic arms

China has successfully developed its first spherical robot with telescopic arms, the Chinese Ministry of Science and Technology (MST) said on Monday. The omni-directional movable robot with retractable hands can perform tasks, has improved mobility and environment adaptability, state media quoted an official statement as saying. Spherical robots have been developed since the 1990s. They have a spherical casing and move by rolling. Changes in the spherical case's centre of gravity and friction between the robot's external surface and the ground provide the robot's motive force.

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Breastfeeding 'could make boys more intelligent'

London: Doctors have for long said that breastfeeding is good for both mother and child. Now, a study has found that it also makes children more intelligent, mainly the boys.

An international team, led by University of Western Australia, has carried out the study and found breastfeeding helps babies achieve academic success by the age of 10, and the effect is strongest in boys.

According to researchers, there may be substances in breastmilk that help the brain develop. This effect may be more pronounced in boys because they lack female hormones which are known to protect the brain. Boys are more responsive to maternal attention when learning which could explain why breastfeeding had greater effect on them, the researchers said.

"The positive effect of predominant breastfeeding for six months or longer on academic achievement can be viewed as shifting the mean population score upward, particularly for the boys. "Our study adds to growing evidence that breastfeeding for at least six months has beneficial effects on optimal child development. Mothers should be encouraged to breastfeed for six months and beyond," lead author Wendy Oddy said. **PTI**

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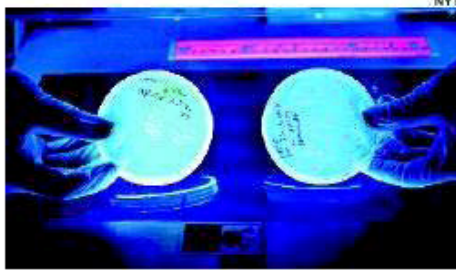
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21-Dec-10 p-17

Fighter pilots' brains smarter, more sensitive

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HOLDING ALL THE ACES

London: The brains of fighter pilots are smarter and more sensitive than others, a new study has found. For their study, researchers from University College London compared the cognitive performance of 11 frontline RAF (Royal Air Force) Tornado fighter pilots to a control group of a similar IQ with no previous experience of piloting aircraft.

All the participants completed two 'cognitive control' tasks used to investigate rapid decision making. Diffusion tensor imaging, a type of MRI brain scan, was then used to examine the structure of white matter connections between brain regions associated with cognitive control.

The researchers found that fighter pilots have superior cognitive control, showing significantly greater accuracy on one of the cognitive tasks, despite being more sensitive to irrelevant, distracting information.

The MRI scans revealed differences between pilots and controls in the microstructure of white matter in the right hemisphere of the brain, the 'Journal of Neuroscience' reported.

"We were interested in the pilots because they're operating at the limits of human cognitive capability — they are an expert group making precision choices at high speed.

"Our findings show that optimal cognitive control may surprisingly be mediated by enhanced responses to both relevant and irrelevant stimuli, and that such control is accompanied by structural alterations in the brain.

"This has implications beyond simple distinctions between fighter pilots and the rest of us because it suggests expertise in certain aspects of cognition are associated with changes in the connections between brain areas," lead author Prof Masud Husain said.

The study tasks were designed to assess the influence of distracting information and the ability to update a response plan in the presence of conflicting visual information. In the first task, participants had to press a right or left arrow key in response to the direction of an arrow on a screen in front of them, which was flanked by other distracting arrows pointing in different directions. In the second task, they had to respond as quickly as possible to a "go" signal, unless they were instructed to change their plan before they had even made a response.

The results showed that expert pilots were more accurate than age-matched volunteers, with no significant difference in reaction time — so, the pilots were able to perform the task at the same speed but with higher accuracy.

Azim Premji varsity to hire 4,500 in next 5 years

Swetha Kannan
Anjali Prayag

Bangalore, Dec. 20

Azim Premji University, which will be operational from the academic year 2011, plans to hire 4,500 people in the next five years. The hunt is on for deans, professors and administrators.

"This would include faculty for both the university and for our existing education initiatives on the field," said Mr Anurag Behar, Co-CEO, Azim Premji University.

The university, one of the initiatives of the Azim Premji

Foundation, already has 25 faculty members on board and is looking for deans and professors across various disciplines including natural sciences, anthropology, health, governance, ecology and environment, apart from registrars to manage finance, student affairs, placements and information resources management.

Mr Behar told *Business Line* most of the University's faculty would come from existing practitioners who have worked in the field of education and young PhDs who can fill the talent

pipeline. "We will recruit very few from existing universities as we do not want to poach from them," said Mr Behar.

The university, located in Bangalore, will also hire talent from the US and Europe interested in working "for education in India", Mr Behar said.

The Karnataka Government had recently approved the formation of the Azim Premji University under a special legislative act. The University hopes to be a centre of excellence in teaching and research. It is

looking to have a "multidisciplinary" approach, offering a range of post-graduate programmes in Education Policy, Teaching and Learning, Education Psychology, Educational Leadership and Management, Education Technology, Education Research and Development Studies.

The Azim Premji Trustee Company recently got a whopping Rs 8,846-crore endowment from Mr Azim Premji (Chairman of the Foundation) who transferred 213 million equity shares to fund the foundation's

education initiatives, including the Azim Premji University.

At the time of the share transfer, Mr Premji had said: "We believe good education is crucial to building a just, equitable, humane and sustainable society. All our efforts, including the University that we are setting up, are focused on the underprivileged and disadvantaged sections of our society. Our experience of the past 10 years has motivated us to significantly scale up our initiatives, across multiple relevant dimensions."

Gujarat may lead in IT: Nasscom

PBD BUREAU/PTI

AHMEDABAD, DEC 20

THE IT apex trade body Nasscom today said that Gujarat has the potential to lead next wave of growth in the IT/ITeS segment amidst the pack of 44 cities identified by it for future growth in business.

"I think we have just started touching the IT space in Gujarat. In the wake of demand, we see business growing in 44 cities of the country, out of which Ahmedabad, Vadodara and Surat have clearly emerged on the top," Nasscom president Som Mittal said, while speaking at IT Summit-2010 organised here..

Mittal said, it seems that two or three big names in the IT sector are looking to establish base in

Gujarat, which could build up the momentum as in the case of Hyderabad, Chennai and Pune in past.

Erstwhile, Satyam Computer Services (SCS) now Mahindra Satyam today indicated that it will be establishing a base in Gujarat, after getting a strong recommendation from an joint internal panel. "A combined internal panel of Satyamites and Tech Mahindra have recommended that we grow in Gujarat. Its too early to comment. I could be talking to private sector for growth or I could be talking to Gujarat government," Mahindra Satyam CEO C P Gurnani told PTI.

SCS, had proposed to set up a IT Park in Gandhinagar in December 2006 near the TCS project, but after the multi crore fraud came out in the company, it had



- The current revenues in this year will be in excess of \$70 bn
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SOM MITTAL,
NASSCOM, PRESIDENT

abandoned the project and sur-

rendered the land. "A study conducted by Nasscom reveals that the current revenues in this year will be in excess of \$70 billion, including the services sector," Mittal said. Nasscom has projected the revenues to touch \$225 billion mark by 2020. "This year alone we have seen 20 per cent growth in the domestic business, as the government has begun spending on infrastructure creation," Mittal said. According to Mittal, we believe in next two years just the regulatory changes in the financial world and health care segment will be of large magnitude, and these will throw open immense opportunity.

"Today 90 per cent of all work in IT sector happens in six cities of the country. I think of the 23 lakh work force in the sector, 90 per cent are working in these six

cities," Mittal said. Mittal was referring to cities like Chennai, Pune, Hyderabad, Bangalore, Mumbai and New Delhi's NCR region comprising Noida, Delhi, Gurgaon. Nasscom chief batted for Gujarat government's proposed Gujarat International Finance Tech-City (GIFT) as an ideal location for launching cloud computing ventures.

"GIFT, which is being developed as one stop destination for global financial services could be an ideal place for cloud computing projects to take off," Mittal said.

"An AT Kearney report conducted in 2008 with projections for 10 years, states that 44 cities identified will grow by 18 times in IT sector, as compared to the growth of 2.5 times in leading cities," a Nasscom member said.

Economic Times ND 21/12/2010

p-4

ISB to lend helping hand to research institutions

To Collaborate With IITs, Research Bodies To Monetise Innovations

Peerzada Abrar & Sreekala G.
HYDERABAD

THE Indian School of Business (ISB) is expanding its network across the country's booming entrepreneurial landscape. The B-School will collaborate with other research institutes such as Centre for Cellular and Molecular Biology, International Crops Research Institute for Semi-Arid Tropics and IITs and to help commercialise their technology and innovations. As part of this effort, ISB will offer incubation facilities to off-campus entrepreneurs at its in-house incubation centre - Wadhvani Centre for Entrepreneurship Development.

"These scientists have been developing stacks of products and new IPs for years, but only 15-20% of them see light of the day while the rest of the innovations are hidden diamonds," Wadhvani centre executive director Dr Krishna Tanuku said.

The new initiative aims to translate more R&D ideas available in the pipeline for future entrepreneurial ventures. Besides providing a business model and supporting ecosystem, the initiative will offer mentoring and connectivity for viable ventures. "We have a vision to create the ecosystem like in the Silicon Valley in the US. Initially, the incubation facility was limited to only ISB graduates, now we are moving up the value chain and going to offer these facilities to upcoming entrepreneurs outside the campus," Tanuku added.

This is a trend first established at other premier business schools

such as the IIMs at Ahmedabad and Bangalore.

"A lot of interesting R&D works are going at various scientific institutes and MNCs. Entrepreneurs can first identify a problem and collaborate with scientists to solve these problems," says Kunal Upadhyay, chief executive at the Centre for Innovation Incubation and Entrepreneurship (CIIE) at IIM-A.

ISB, India's only school to be ranked in the Financial Times MBA ranking, has already helped its students to partner with international funding providers - the Soros Economic Development Fund, the Omidyar Network and Google - to create a fund called Song (from the names of its founders) to finance small companies that have a positive socio-economic impact.

Sequoia Capital and Song Advisors recently invested \$15 million in K12 Techno Services, a school management company focused on providing affordable schooling in south India. Song's other major investment has been in Eye Q Vision, a chain of high-quality, low-cost eyecare hospitals based in the north of India.

"We have produced over 200 entrepreneurs from the past nine years," said Aruna Reddy, assistant director at ISB's Wadhvani centre. Last week, ISB conducted Propero that provided a platform for alumni and students who have either started a venture or have ideated one to interact with investors for prospective fund raising. Around 20 investors reviewed the business plans of some 60 alumni who have turned entrepreneurs.

"We got our idea validated from investors who had come here and that is a good news for us", said Sriram Krishnamoorthy, a former TCS employee who along with his ISB classmate Shruti Narayan incubated Wizda Solutions on the campus this year. Wizda makes simulation games for B-Schools and corporates.

"There is a need for more such initiatives at other B-schools and research institutes as the entrepreneurial ecosystem in India is at a very nascent stage. More than financial support, there is need for support from large companies to leverage the capabilities of the startups," says Prof. Suresh Bhagavatula of NSRCEL incubation cell at IIM-Bangalore.

Other firms incubated at ISB ranging from pre-schools to high-technology ventures have started bagging various projects. For instance Nurturing Nest a pre-school venture catering to all the developmental needs of a child. MoveInSync's vision is to reduce the cost of transportation. Its products enable web and mobile service for 'Sharing a Cab' with a trusted co-passenger of your choice. It has over 500 registered users who are actively using the service to save money and fuel to commute.

Ventures such as Green India Building Systems and Services offers energy solutions to help buildings reduce costs, has received a few pilot orders from leading five star hotels in Mumbai. Another venture Dhruvstar Infra Solutions, which provides tools to bring efficiency in the construction industry, has bagged projects from a premier AP government agency.

Economic Times ND
21/12/2010

p-8

'IIM-K will teach ethics, not greed'



QA

**DEBASHIS
CHATTERJEE,**
DIRECTOR,
IIM KOZHIKODE

BUSINESSES of the future will need 'high-value' decision makers. To build this corpus, B-schools will have to move away from their traditional curriculum and look at new focus areas, says Debashis Chatterjee, director, IIM Kozhikode. He shares the institute's plans to add subjects like ethics and sustainability to its 2011 curriculum with Dibyajyoti Chatterjee

Why do you plan to change the curriculum in 2011?

I feel curriculum leadership is very critical for us (at Kozhikode) to remain globally relevant. The IIMs have a formidable reputation for both selection and placement excellence. At IIM-K, it's time we paid attention to curriculum excellence as well. We would like our students to move away from a 'mercenary' mindset that has led to such ethical disasters as the Satyam scam.

What do you plan to introduce?

We plan to provide perspective-building courses. The faculty and students will have to increasingly look at issues of ethics and sustainability and ask: 'What does a successful business look like five years from now? What is that sustainable change that will take me there?' We are working to collaborate with a few top Chinese business schools.

CAT figures reveal that the number of applicants for MBA courses have dropped this year. How can the syllabus and objectivity be used to attract them?

Business as usual does not work any more. We have to reinvent the MBA programme to remain relevant to students and recruiters. It needs to stress more project-based learning and help create competent and compassionate managers. I do not see any qualitative change in the kind of students we enroll at IIM-K, except for our diversity quotient going up with the highest percentage of female students of all IIMs in the past 50 years.

Hindu ND 21-Dec-10 p-20

Amitabh Mattoo new VC of Jammu Central University

Aarti Dhar

NEW DELHI: President Pratibha Patil in her capacity as Visitor of all central universities on Monday approved the appointment of Amitabh Mattoo as the first Vice Chancellor of the Central University at Jammu. On the other hand Sudhir Kumar Sopory, a senior scientist in molecular biology at the International Centre for Genetic Engineering and Biotechnology, is all set to take over as Vice Chancellor of the Jawaharlal Nehru University.

Professor Mattoo's name had been pending for the Visitor's final approval for the past six months as there was opposition to his appointment from some quarters in Jammu. Amitabh Mattoo is currently professor of Disarmament studies at the Centre for International Politics, Organization and Disarmament (CIPOD), School of International Studies at the Jawaharlal Nehru University.

A Padma Shri winner, Prof. Mattoo's teaching and research interests include issues of international security, India's foreign policy, and arms control and disarmament. Mattoo has been a visiting professor at the Centre for International Security and Cooperation at Stanford University, at the Joan B. Kroc Institute for Peace Studies, the University of Notre Dame, and at the Program on Arms Control, Disarmament and International Security at the University of Illinois at Urbana-Champaign and at the Mai-

son des Sciences de'Lomme at Paris. He has published ten books (on nuclear issues, foreign policy and international relations), and more than fifty research articles (including in leading journals like *Survival* and *Asian Survey*).

Prof. Mattoo was the Vice-Chancellor of the University of Jammu from November 2002 until December 2008. He was the youngest person to serve in that position. He concurrently served as a member of the National Knowledge Commission, a high-level advisory group to the Prime Minister of India.

A member of the governing council of the Pugwash Conferences on Science and World Affairs, the Nobel Prize winning non-governmental organisation which campaigns for global disarmament, Prof. Mattoo has been a member of India's National Security Council's Advisory Board and was also a member of the task force constituted by Prime Minister Manmohan Singh on Global Strategic Developments. The Task Force examined various aspects of global trends in strategic affairs and their implications for India.

Sudhir Kumar Sopory, who had taught at the JNU some years ago, competed with Prof. Mattoo, Deepak Nayyar, former VC of the Delhi University who now teaches economics at the JNU, and R. Ramaswamy from the Department of Physical Sciences also at the JNU, for the top post at the prestigious university.

Statesman ND 21/12/2010

P-11

Debating democracy

IIM-Lucknow encourages free discussion on a wide range of issues

MANFEST, IIM-Lucknow's annual international business conclave, announces the launch of its flagship international event with *Treatise*, the thought challenge. The competition, which hosted students from Stanford to Singapore last year, is a series of debates on the bellwether issues of our times.

Treatise recognises informed debate and deliberation as the foundation of modern democracy and civilised life, giving fresh wings to this medium of expression by hosting it end-to-end on the popular social media site, Facebook.

Says Manfest coordinator Anand Dorairaj, "Democracy and progress is all about getting inclusive in our outlook. By launching a flagship event exclusively on Facebook, we intend to throw open a quality debating forum to a truly wide variety of views."

Social media, over the next few years, will shape the way we make decisions. As global conglomerates



Students at Manfest 2010.

and even old-world companies wake up to this new power, Manfest exhibits the medium's capacity for serious thought.

To be held in an engagingly interactive format with Facebook "posts" and "comments", *Treatise* is designed to inform, entertain and reward — both the participants and audience. With refreshingly honest topics that are relevant to the changing times, *Treatise* is guaranteed to offer sumptuous food for thought and a riveting battle of minds.

The debates will be publicly displayed on the *Treatise* Facebook page, and will be open to comments from viewers. What's more, viewers get cash prizes for the best comment every day.

Renewal of outsourcing deals will drive IT sector

Trend evident across verticals, 980 deals due for renewal in 4 years

S SHYAMALA

Chennai

POST the effect of the economic slowdown, renewal of outsourcing deals could be the next volume growth driver for Indian offshore players. The trend was evident in the last two quarters when growth was broad-based and came from across verticals rather than financial services alone as in the previous few quarters. Over 980 deals are due for renewal over the next four years, says a report released by Standard Chartered Equity Research.

"We expect market share gains from incumbent local/global system integrators in the annuity-based outsourcing deals due for renewal to be the next volume growth driver for Indian offshore players. We estimate a pipeline of at least 980 such IT deals worth over \$204 billion over 2011-15," states the report.

Naturally, tier I players are expected to be in a better position compared to mid-size players to face future challenges including rupee appreciation and wage hikes. Large players will be able to absorb up to



10 per cent appreciation of the rupee and about 12 per cent annual salary hike over the 2011 to 2013.

Gordon Coburn, chief financial and operating officer, Cognizant says: "Over the last few quarters, our growth was broad-based — across industries, service lines and geographies. We have seen two consecutive quarters of double-digit sequential revenue growth (compared to the single-digit growth in the previous quarters)."

Tier I players will see volumes grow at the annual rate between 23 per cent and 26 per cent over the next two years. The opportunity in deal renewals will translate into a \$22.3-billion opportunity given the assumption that the contract values are in the range of \$50 million to \$250 million.

According to Stephanie Moore, chief marketing officer of UST Global services, the multi-million-dollar contracts are a story of the

"WE have seen two consecutive quarters of double-digit sequential revenue growth"

Gordon Coburn
Chief Financial &
Operating Officer, Cognizant

past. Deals sizes have gotten normalised at the \$50 million to \$100 million range and they are not going to get bigger anymore. Prior to joining UST over a year ago, Moore was vice-president and principal analyst at Forrester research. The near future growth for incumbents will come from extension of existing contracts that have been running over the last decade, she adds.

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Microsoft bullish on Indian IT industry

PRESS TRUST OF INDIA

Singapore

MICROSOFT on Monday said it is bullish on India, especially the government's ongoing efforts to move services online. "The Indian government has a large-scale initiative for IT services," said Microsoft regional technology office (Asia Pacific) head Michael Thatcher.

Speaking to reporters in Singapore, Thatcher pointed out the near 12 per cent compounded aggregate growth rate for the industry between 2008 and 2013.

He said, however, the Indian IT sector faces major challenges, espe-

cially in integrating the the IT system between central government operations and the autonomous state-based operations.

An equally big challenge would be to work in the diversified Indian market, ranging from modernised institutions with IT connections and the vast majority of rural population yet to be served by the technology, Thatcher said.

Going forward, Microsoft is working through its New Delhi office and Bangalore Research and Development Centre on serving the Indian markets, especially basing its output on the IDC forecast investment in the IT sector which by 2013 would be Rs

1.64 lakh crore, by 2012 Rs 44 lakh crore, by 2011 Rs 1.26 trillion and this year Rs 1.11 trillion.

Microsoft is also following on with the IDC projected investment on cloud plus clients which for this year would be Rs 88.2 billion, increasing to Rs 219.98 billion next year and almost doubling to Rs 406.78 billion in 2012 as well as Rs 67.78 billion in 2013.

"Markets will change as institutions start using cloud facilities and this would extensively reduce pressure on IT investments," he said.

Thatcher said: "Cloud will reduce new capital expenditures in IT as it can leverage existing assets to access the new cloud-based IT services."

Mint ND 21/12/2010 p-4

TECHNICAL EXPERTISE

Govt may add 200,000 engineering seats

BY PRASHANT K. NANDA

prashant.n@livemint.com

NEW DELHI

The government is considering allowing engineering schools to admit more students in an attempt which will add around 200,000 seats in graduate courses and that seeks to address a growing shortage of engineers in the country.

India has around 1.3 million students enrolled in around 3,200 engineering colleges, and produces nearly 500,000 engineers a year.

"India needs two kinds of education expansion—one providing access to a large number of people and two improving the quality of education that we impart. While increasing the number of seats is in the direction of providing more people higher education, my concern is will quality get affected," said Narayanan Ramaswamy, executive director (education) at audit firm KPMG. "There is already a shortage of faculty to the tune of 30% and here we are increasing the students without increasing the teachers who will teach them. This may produce some sub-standard engineers in the country."

Under the plan under consideration, all engineering schools recognized by the All India Council for Technical Education (AICTE) will be allowed to increase their strength by 120 seats each, while those accredited by the regulator can add 180, according to two officials at the human resource development (HRD) ministry who did not want to be identified.

All engineering schools need to be approved by AICTE; the regulator also monitors the performance of those accredited by it. "The new rules will be declared in a couple of weeks," one of the ministry officials said. The other official added that those schools wishing to

add seats will probably undergo an inspection before being allowed to do so. The plan doesn't cover the Indian Institutes of Technology that do not come under the purview of AICTE.

The increase in the number of seats in engineering schools should increase India's gross enrolment ratio (GER).

Currently, India's GER is 12.4%, which means that out of every 100 students who should be in college, only 12.4 are. The global average is nearly 27%; and in countries such as the US, the proportion is above 50%. Currently, nearly 14 million students are in graduate schools in India.

HRD minister Kapil Sibal said at the Hindustan Times Leadership Summit last month that the government is looking to increase the number of students in higher education schools by 30 million by 2020 to cater to the huge demand for people. "Industry does not create (human) wealth, it translates ideas into wealth. Higher education will create this human wealth," Sibal said.

In another major step to streamline technical education, the Central government will take back control of 2,500 polytechnic institutes in the country from the states. "We had allowed the states to control polytechnics in 2002, but we have now reached a consensus to take them back. AICTE will now control them from the next academic year," one of the two HRD ministry officials said.

These institutes provide diploma and certificate courses to at least 650,000 students in India in several streams including engineering, architecture, and pharmacy. "I believe, this is a better decision if the government implements it. Quality control can be better managed by efficient people in the central level than in the state level," said KPMG's Ramaswamy.

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P-29

Your apps are watching you

Probe finds iPhone and Android apps are breaching the privacy of users

By SCOTT THURM & YUKARI IWATANI KANE

Few devices know more personal details about people than the smartphones in their pockets: phone numbers, current location, often the owner's real name—even a unique ID number that can never be changed or turned off.

These phones don't keep secrets. They are sharing this personal data widely and regularly, a Wall Street Journal investigation has found.

An examination of 101 popular smartphone "apps"—games and other software applications for iPhone and Android phones—showed that 55 transmitted the phone's unique device ID to other companies without users' awareness or consent. Forty-seven apps transmitted the phone's location in some way. Five sent age, gender and other personal details to outsiders.

The findings reveal the intrusive effort by online-tracking companies to gather personal data about people in order to flesh out detailed dossiers on them.

Among the apps tested, the iPhone apps transmitted more data than the apps on phones using Google Inc.'s Android operating system. Because of the test's size, it's not known if the pattern holds among the hundreds of thousands of apps available.

Apps sharing the most information included TextPlus 4, a popular iPhone app for text messaging. It sent the phone's unique ID number to eight ad companies and the user's zip code, along with the phone's age and gender, to two of them.

Both the Android and iPhone versions of Pandora, a popular music app, sent age, gender, location and phone identifiers to various ad networks. iPhone and Android versions of a game called Paper Toss—players try to throw paper wads into a trash can—each sent the phone's ID number to at least five ad companies. Grindr, an iPhone app for meeting gay men, sent gender, location and phone ID to three ad firms.

"In the world of mobile, there is no anonymity," says Michael Becker of the Mobile Marketing Association, an industry trade group. A cellphone is "always with us. It's always on."

iPhone maker Apple Inc. says it reviews each app before offering it to users. Both Apple and Google say they protect users by requiring apps to obtain permission before revealing certain kinds of information, such as location.

"We have created strong privacy protections for our customers, especially regarding location-based data," says Apple spokesman Tom Neunayr. "Privacy and trust are vitally important."

The Journal found that these rules can be skirted. One iPhone app, Pumpkin Maker (a pumpkin-carving game), transmits location to an ad network without asking permission. Apple declines to comment on whether the app violated its rules.

Smartphone users are all but powerless to limit the tracking. With few exceptions, app users

WSJ ON TECHNOLOGY

can't "opt out" of phone tracking, as is possible, in limited form, on regular computers. On computers it is also possible to block or delete "cookies," which are tiny tracking files. These techniques generally don't work on cellphone apps.

The makers of TextPlus 4, Pandora and Grindr say the data they pass on to outside firms isn't linked to an individual's name. Personal details such as age and gender are volunteered by users, they say. The maker of Pumpkin Maker says he didn't know Apple required apps to seek user approval before transmitting location. The maker of Paper Toss didn't respond to requests for comment.

Many apps don't offer even a basic form of consumer protection: written privacy policies. Forty-five of the 101 apps didn't provide privacy policies on their websites or inside the apps at the time of testing. Neither Apple nor Google requires app privacy policies.

To expose the information being shared by smartphone apps, the Journal designed a system to intercept and record the data they transmit, then decoded the data stream. The research covered 50 iPhone apps and 50 on phones using Google's Android operating system.

The Journal also tested its own iPhone app; it didn't send information to outsiders. The Journal doesn't have an Android phone app.

Among all apps tested, the most widely shared detail was the unique ID number assigned to every phone. It is effectively a "supercookie," says Vishal Gurbuxani, co-founder of Mobclix Inc., an exchange for mobile advertisers.

On iPhones, this number is the "UIDID," or Unique Device Identifier. Android IDs go by other names. These IDs are set by phone makers, carriers or makers of the operating system, and typically can't be blocked or deleted.

"The great thing about mobile is you can't clear a UIDID like you can a cookie," says Meghan O'Holleran of Traffic Marketplace, an Internet ad network that is expanding into mobile apps. "That's how we track everything."

Ms. O'Holleran says Traffic Marketplace, a unit of Epic Media Group, monitors smartphone users whenever it can. "We watch what apps you download, how frequently you use them, how much time you spend on them, how deep into the app you go," she says. She says the data is aggregated and not linked to an individual.

The main companies setting ground rules for app data-gathering have big stakes in the ad business. The two most popular platforms for new U.S. smartphones are Apple's iPhone and Google's Android. Google and Apple also run the two biggest services, by revenue, for putting ads on mobile phones.

Apple and Google ad networks let advertisers target groups of users. Both companies say they don't track individuals based on the way they use apps.

Apple limits what can be installed on an iPhone by requiring iPhone apps to be offered exclusively through its App Store. Apple reviews those apps for function, offensiveness and other criteria.

Apple says iPhone apps "cannot transmit data about a user without obtaining the user's prior permission and providing



Revealing data: Customers browse products at an Apple store in Shanghai, China. Among the apps tested, the iPhone apps transmitted more data than the apps on phones using Google Inc.'s Android operating system.

the user with access to information about how and where the data will be used." Many apps tested by the Journal appeared to violate that rule, by sending a user's location to ad networks, without informing users. Apple declines to discuss how it interprets or enforces the policy.

Phones running Google's Android operating system are made by companies including Motorola Inc. and Samsung Electronics Co. Google doesn't review the apps, which can be downloaded from many vendors. Google says app makers "bear the responsibility for how they handle user information."

Google requires Android apps to notify users, before they download the app, of the data sources the app intends to access. Possible sources include the phone's camera, memory, contact list, and more than 100 others. If users don't like what a particular app wants to access, they can choose not to install the app, Google says.

"Our focus is making sure that users have control over what apps they install, and notice of what information the app accesses," a Google spokesman says.

Neither Apple nor Google requires apps to ask permission to access some forms of the device ID, or to send it to outsiders. When smartphone users let an app see their location, apps generally don't disclose if they will pass the location to ad companies.

Lack of standard practices treats the same information differently. For example, Apple says that, internally, it treats the iPhone's UIDID as "personally identifiable information." That's because, Apple says, it can be combined with other personal details about people—such as names or email addresses—that Apple has via the App Store or its iTunes music services. By contrast, Google and most app makers don't consider device IDs to be identifying information.

A growing industry is assembling this data into profiles of

The findings reveal the intrusive effort by online-tracking firms to gather personal data about people in order to flesh out detailed dossiers on them

cellphone users. Mobclix, the ad exchange, matches more than 25 ad networks with some 15,000 apps seeking advertisers. The Palo Alto, California, company collects phone IDs, encodes them (to obscure the number), and assigns them to interest categories based on what apps people download and how much time they spend using an app, among other factors.

By tracking a phone's location, Mobclix also makes a "best guess" of where a person lives, says Mr. Gurbuxani, the Mobclix executive. Mobclix then matches that location with spending and demographic data from Nielsen Co.

In roughly a quarter-second, Mobclix can place a user in one of 150 "segments" it offers to advertisers, from "green enthusiasts" to "soccer moms." For example, "die hard gamers" are 15-to-25-year-old males with more than 20 apps on their phones who use an app for more than 20 minutes at a time.

Mobclix says its system is powerful, but that its categories are broad enough to not identify individuals. "It's about how you track people better," Mr. Gurbuxani says.

Some app makers have made changes in response to the findings. At least four app makers posted privacy policies after being contacted by the Journal, including Rovio Mobile Ltd., the Finnish company behind the popular game Angry Birds (in which birds battle egg-snatching pigs). A spokesman says Rovio had been working on the policy, and the Journal inquiry made it a good time to unveil it.

Free and paid versions of Angry Birds were tested on an iPhone. The apps sent the phone's UIDID and location to the Chillingo unit of Electronic Arts Inc., which markets the game. Chillingo says it doesn't use the information for advertising and doesn't share it with outsiders.

Apps have been around for years, but burst into prominence when Apple opened its App Store in July 2008. Today, the App Store boasts more than 300,000 programs.

Other phone makers, including BlackBerry maker Research In Motion Ltd. and Nokia Corp., quickly built their own app stores. Google's Android Market, which opened later in 2008, has more than 100,000 apps. Market researcher Gartner Inc. estimates that world-wide app sales this year will total \$6.7 billion.

Many developers offer apps for free, hoping to profit by selling ads inside the app. Noah Elkin of market researcher eMarketer says some people "are willing to tolerate advertising in apps to get something for free." Of the 101 apps tested, the paid apps generally sent less data to outsiders.

Ad sales on phones account for less than 5% of the \$23 billion in annual Internet advertising. But spending on mobile ads is growing faster than the market overall.

Central to this growth: the ad networks whose business is connecting advertisers with apps. Many ad networks offer software "kits" that automatically insert ads into an app. The kits also track where users spend time inside the app.

Some developers feel pressure to release more data about people. Max Binshok, creator of the DailyHoroscope Android app, says ad-network executives encouraged him to transmit users' locations.

Mr. Binshok says he declined because of privacy concerns. But ads targeted by location bring in two to five times as much money as untargeted ads, Mr. Binshok says. "We are losing a lot of revenue."

Other apps transmitted more data. The Android app for social-network site MySpace sent age and gender, along with a device ID, to Millennial Media, a big ad network.

In its software-kit instructions, Millennial Media lists 11 types of information about people that developers may transmit to "help Millennial provide more relevant ads." They include age, gender, income, ethnicity, sexual orientation and political views. In a re-test with a more complete profile, MySpace also sent a user's income, ethnicity and parental status.

A spokesman says MySpace discloses in its privacy policy that it will share details from user profiles to help advertisers provide "more relevant ads." MySpace is a unit of News Corp., which publishes the Journal. Millennial did not respond to requests for comment on its software kit.

App makers transmitting data say it is anonymous to the outside firms that receive it. "There is no real-life I.D. here," says Joel Simkhai, CEO of Nearby Buddy Finder LLC, the maker of the Grindr app for gay men. "Because we are not tying [the information] to a name, I don't see an area of concern."

Scott Lahman, CEO of Text-

Plus 4 developer Gogli Inc., says his company "is dedicated to the privacy of our users. We do not share personally identifiable information or message content." A Pandora spokeswoman says, "We use listener data in accordance with our privacy policy," which discusses the app's data use, to deliver relevant advertising. When a user registers for the first time, the app asks for email address, gender, birth year and ZIP code.

Google was the biggest data recipient in the tests. Its AdMob, AdSense, Analytics and DoubleClick units collectively heard from 38 of the 101 apps. Google, whose ad units operate on both iPhones and Android phones, says it doesn't mix data received by these units.

Google's main mobile-ad network is AdMob, which it bought this year for \$750 million. AdMob lets advertisers target phone users by location, type of device and "demographic data," including gender or age group.

A Google spokesman says AdMob targets ads based on what it knows about the types of people who use an app, phone location, and profile information a user has submitted to the app. "No profile of the user, their device, where they've been or what apps they've downloaded, is created or stored," he says.

Apple operates its iAd network only on the iPhone. Eighteen of the 51 iPhone apps sent information to Apple.

Apple targets ads to phone users based largely on what it knows about them through its App Store and iTunes music service. The targeting criteria can include the types of songs, videos and apps a person downloads, according to an Apple ad presentation reviewed by the Journal. The presentation named 103 targeting categories, including: karaoke, Christian/gospel music, anime, business news, health apps, games and horror movies.

People familiar with iAd say Apple doesn't track what users do inside apps and offers advertisers broad categories of people, not specific individuals.

Apple has signaled that it has ideas for targeting people more closely. In a patent application filed this past May, Apple outlined a system for placing and pricing ads based on a person's "web history or search history" and "the contents of a media library." For example, home-improvement advertisers might pay more to reach a person who downloaded do-it-yourself TV shows, the document says.

The patent application also lists another possible way to target people with ads: the contents of a friend's media library.

How would Apple learn who a cellphone user's friends are, and what kinds of media they prefer? The patent says Apple could tap "known connections on one or more social-networking websites" or "publicly available information or private databases describing purchasing decisions, brand preferences," and other data. In September, Apple introduced a social-networking service within iTunes, called Ping, that lets users share music preferences with friends.

Tech companies file patents on blue sky concepts all the time, and it isn't clear whether Apple will follow through on these ideas. If it did, it would be an evolution for Chief Executive Steve Jobs, who has spoken out against intrusive tracking. At a tech conference in June, he complained about apps "that want to take a lot of your personal data and suck it up."

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