

Newspaper Clips

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Economic Times ND 23/07/2011 P-6

IIM Indore's Five-Year Management Programme Gets HRD Ministry's Nod

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NEW DELHI

Human Resources Development minister Kapil Sibal has backed a radical five-year management education programme for 10+2 students announced by Indian Institute of Management (IIM) Indore after it allayed some IIMs' reservations about the course diluting the IIM brand.

IIM Indore had announced a five-year integrated post-graduate programme in management — the first of its kind — on June 30 with a focus on holistic multi-disciplinary education. But some IIMs had raised concerns about the programme's post-graduate tag and the exit option offered to students after three years of the course.

By offering a degree to students who leave after three years and bypassing the Common Admission Test (CAT) system for selecting students in post-graduate programmes, 'Brand IIM' would be diluted, other institutes had pointed out to the HRD ministry.

The institute, whose director N Ravichandran met Sibal earlier this week to explain the course's innovations, has now decided to drop the 'post graduate' tag and seal the exit option. Sibal, it is learnt, was appreciative of the programme's intent and asked the institute to go ahead with it.

In fact, the HRD ministry was



keens not to interfere with the autonomous decisions of institutes of excellence such as IIM Indore. But officials met Ravichandran a few times over the past fortnight to ensure that prospective students are not misled and other IIMs' concerns are addressed.

In an open letter to prospective candidates to be put on IIM Indore's website on Saturday, IIM Indore's director is expected to make it clear that students will only get a diploma at the end of five years and there will be no exit option after three years. The institute will also issue an advertisement in leading newspapers on Monday to ensure that the message reaches candidates.

Integrated five-year programmes are not new for Class XII pass-outs, with such courses being the norm in disciplines like medicine, architecture, law, computer sciences and pharmacy. The IIMs offer post-graduate programmes in management that are akin to a diploma, not a degree.

The IIM Indore board of gov-

ernors had cleared the five-year management programme in October 2010 and communicated the plan to the HRD ministry in February this year. The programme, with a fixed intake of 120 students, is slated to start in October 2011. The institute

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After an internal survey showed that most students wanted to become an investment banker after getting their MBAs. "The current craze about merchant banking jobs is similar to the rush for FMCG jobs in the eighties and consultancy jobs in the nineties. Few B-school students are interested in sectors like healthcare that could spawn billion-dollar businesses," said an IIM Indore official, on conditions of anonymity.

So the design of the five-year course seeks to place management education in the social sciences setting. "India needs talented change managers in several sectors other than mainstream businesses. We hope to nurture talent that can conceive and supervise such change," the official said.

With that objective in mind, about 40% of the course focuses on introducing students to mathematics and logic, literature, political science, history, biology and soft skills. About 50% of the programme would include functional management disciplines like accounting, ethics and entrepreneurship.

Another 10% of course time would be spent on giving students international exposure and internships with social organisations in India. IIM Indore is in talks for affiliations and exchange programmes with some central universities and top global business schools and liberal arts colleges.

"If you are enthusiastic about becoming a change leader, willing to look beyond traditional areas of management, conservative role of managers and provide yourself an opportunity to realise your own leadership potential, I invite you to seek admission to this programme," would be director Ravichandran's message to potential students that will be uploaded on the institute's website on Saturday.

Business Line ND 23/07/2011 P-9

Australian State, NID to organise design workshop

Our Bureau

Mumbai, July 22

To promote the concept of 'Service Design' in India, Assocham, in collaboration with the Victorian Government, Australia, through TEPI (Trade Engagement Programme - India), is organising a four-day online workshop — Victoria India Service Design Jam. The Jam is a joint initiative of Design Providence and the Victorian Government, in association with the Indian National Institute of Design (NID). The primary charter of

the initiative is to enable designers to create products or solutions that can be accessed by manufacturers and provide improvisations.

The online workshop is for design professionals and students to utilise service design strategies in social innovation for designing a service to solve a social problem. The Jam brings together the Melbourne Service Design Network, Assocham, and the Indian National Institute of Design (NID), and is jointly hosted by the State of Design Festival

and Design Providence.

Thirty four designers from India (the National Institute of Design Ahmedabad and professional designers from Mumbai), will be connected through Skype along with 10 participants from Melbourne. The best concept (winner) will be awarded A\$10,000 for developing the concept in India through NID. The objective of the event is to create a social innovation model that can be modified and implemented through NID and India Future of Change.

Times of India ND 23/07/2011 P-19

Deadly 'earth burp' led to mass extinction over 200m years ago?

Washington: The mass extinction, which is believed to have wiped out over half of life from the planet some 200 million years ago, may have been caused by a spike in carbon pumped into the atmosphere, a new study has suggested. This spike, most likely by methane released from the seafloor, appears to have accelerated climate change which was already under way, ultimately leading to the end-Triassic extinction, the researchers say.

It has been suspected that rapid warming and changes to ocean chemistry caused by a destructive wave of volcan-

ic activity at the time killed off the dinosaurs' competitors, allowing their era to begin. But this new study, published in the journal *Science*, indicates that something more than the 600,000 years

END OF TRIASSIC ERA

of eruptions, more massive than anything in human history, pushed about half of species to extinction.

Researcher at the University of Copenhagen examined chemical traces left by dying plants on the shores of the Tethys Sea, a body of water that separated the an-

cient continents of Laurasia and Gondwana. Today those shores are sedimentary layers in the Austrian Alps.

The researchers concentrated on changes to carbon isotopes, or subtly different elemental formations that betray whether carbon in plants came from carbon dioxide or methane.

They found a peak in favour of the lighter isotope, carbon 12, for a stint lasting about 20,000 to 40,000 years. A strong shift in the ratio indicated that methane, not carbon dioxide, was responsible, said study author Michael Ruhl. P71

Isro's Eyes keep an eye on the sky

By Max Martin in
Hassan (Karnataka)

IN A sprawling antenna 'farm' amid village fields 200 km west of Bangalore, three women are diligently helping their 'baby' take its first steps.

At its Master Control Facility (MCF) here, blinking screens show the status of GSAT-12, the latest communication satellite of the Indian Space Research Organisation (Isro).

Supervising each move are three women, products of home campus, trained by Isro.

As a woman's voice counting down warts across rows of computer terminals, an overhead display notes that the rope that held back the satellite's antenna has been cut. Rows of engineers sitting glued to the spacecraft control centre terminals look up and applaud.

Project director T.K. Anuradha, mission director Pramodha Hegde and operations director Anuradha Prakasham, are the three women at the helm of affairs.

After weeks of tests, the deployed antenna will link remote villages and hamlets to their resource centres, tele-medicine outlets and students who take lessons from far-away city campuses.

"The feeling is like delivering a baby," a beaming T.K. Anuradha, an electronics engineer from University Visvesvaraya College of Engineering, Bangalore, said.

Last Friday from Sriharikota the PSLV-C17 launched the satellite onto a highly elliptical orbit stretching 284 km to 21,000 km from the earth.

The job of taking it to the intended orbit is supervised by Pramodha Hegde, an electronics engineer who studied at B.V. Bhoomaraddi College of

Engineering & Technology in Hubli, Karnataka.

"The toughest of the five orbit raising manoeuvres was the first. At the nearest point to earth, the satellite moves the fastest as per Kepler's Law, leaving a narrow window of time to fire the motors, optimising fuel use," she said.

Anuradha Prakasham ensures that the trio plays in tune keeping to the beat. "Different injection operations went precisely as planned," said Prakasham, a postgraduate in physics from Cochin University of Science and Technology.

While engineers at the mission control centre punched their terminal keys, optical fibre cables took the commands across the yard to one of the seven MCF earth stations.

Converted into radio waves, they were sent to space through one of the 40 antennae here.

GSAT-12 satellite is their 'baby'

On Thursday, the satellite was 15 degrees away from its intended orbital slot of 83 degrees East over the Equator, MCF director Dr K V Prahlada said.

Moving at 1.1 degrees a day in 12 to 13 days it will reach its intended slot 83 degrees East over the Equator.

Once there it will be collocated with the communication satellites INSAT-2E (launched in 1999, nearing end of term) and INSAT-4A (2005).

They should will work together as close as 10 to 12 km from one another. "But they (together) look like a dot," said Dr T K Alex, director ISAC.

Putting women in charge of such precision work was a choice based on merit. "The number of women employees is increasing," Alex said. "There is no special consideration, some of them are excellent engineers."



(From left) T.K. Anuradha, Pramodha Hegde & Anuradha Prakasham at the Isro control room.

Indo-US ties pave way for separate Indian state desk

THE US state department may soon have a "full-fledged" office for India.

Mirroring the rapid expansion of Indo-US ties, an official report says it is time to upgrade the state department's India desk — which currently comes under a regional bureau — to a separate office.

In its latest report, the state department's inspector general while making a strong pitch for an India office noted that even countries of comparable importance and with important bilateral relationships, such as China, Japan and Pakistan, have their own offices. The India desk falls under the department's south and central Asia bureau.

The report also said that

currently no office director is focused entirely on the goal of expanding the relationship with India, despite the priority for this in US foreign policy.

The south and central Asia bureau chief must deal with five other countries, whose relationships with the US are also complex.

"Nations of comparable importance and with important bilateral relationships, such as China (including Mongolia), Russia, Cuba, Canada, Japan, Korea, Mexico, Afghanistan and Pakistan, have their own offices. The time has come to give serious consideration to creating a separate office for India.

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