

Newspaper Clips

July 30, 2014

Hindustan Times ND 30/07/2014 (HT Education) P-3

IIMs, IITs offer big data programmes

Harini Sriram

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Despite the growing popularity of data analytics as a highly lucrative career, there are not many relevant full-time courses available in India and abroad. However, there are some certificate and online courses on offer. One such is the postgraduate certificate course in business analytics by NIIT Ltd.

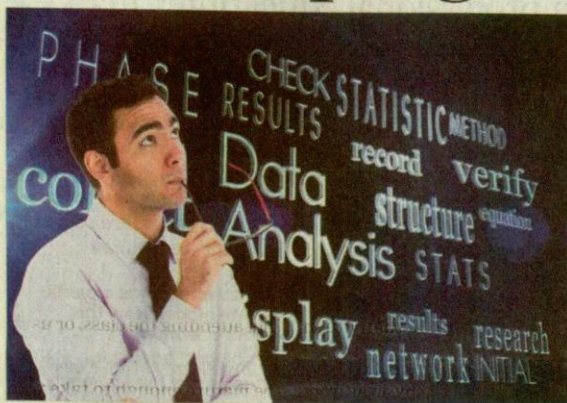
Amitabh Lahiri, president, career building solutions, NIIT Ltd, says, "The programme is taught by practitioners who have worked with some of the best analytics firms and for Fortune 500 clients. The programme design includes intensive assignments, case-studies, projects and uses a case-based approach to learning. Learners and professionals with a background in business management, engineering, mathematics, statistics, or economics can enrol."

The course module covers foundation of analytics, statis-

tical inference, applications of analytics in business function, special analytical methods, information management in analytics, advanced business forecasting, advanced analytics and application of analytics in business verticals. The duration of the course is six months and the fee is ₹1.3 lakh.

The University of Glasgow is offering an MSc in data science – a full-time two year programme. Some of the core subjects covered in the programme include big data, artificial intelligence, cyber security and computer architecture, information retrieval, functional programming, enterprise computing, trends in information security, distributed algorithms and systems, to name a few.

Iadh Ounis, programme director of the course at the university says, "The programme helps students seek software development positions in a range of industries, including finance, government, transport,



Many institutes in India and abroad are offering certificate courses and full-time programmes on big data and analytics THINKSTOCK

manufacturing, retail, education, health and engineering. Graduates can take up PhD programmes too." The course fee is £17,250 (₹17.5 lakh), with a £1,000 discount for international students. Students can visit <http://www.gla.ac.uk/postgraduate/taught/datascience/>

for details on applications and scholarships.

IIM Bangalore has set up a data centre and analytics lab to support interdisciplinary empirical research using data on primarily Indian and other emerging markets. The institute also offers a one-year cer-

tificate course in analytics to employees of multinational companies. IIM Ahmedabad also offers an executive programme on advanced analytics for management (www.iimahd.ernet.in/). Besides, MOOC providers such as edX (www.edx.org/) and Coursera (www.coursera.org) have a number of online certificate programmes.

Nasscom has created an analytics interest group (comprising about 18 to 19 companies) to help define core competencies and provide training.

As KS Viswanathan, VP, industry initiatives, Nasscom points out, "We are in the process of designing common content for training professionals and students in big data and analytics. Besides conducting workshops in Bangalore and Hyderabad, we are collaborating with companies and academicians to draft up a common data curriculum. It will take us around 18 to 24 months to create a roadmap for this."

Indian Express ND 30/07/2014 P-2

From IIT to UPSC: A coaching instructor's fight for language papers

EXPRESS NEWS SERVICE

NEW DELHI, JULY 29

AMID scores of students assembled at Mukherjee Nagar, most in their 20s, a man sporting a white beard and a scarf holds a microphone and reads out from a sheet of paper. "We appeal to all of you to look at this list of seven demands and use it as a guide when you are approached by the media," he tells the crowd.

Next to Batra Cinemas in Mukherjee Nagar, a section of the parking lot has been converted into a protest venue. Against several hoardings of coaching institutes that prepare students for the civil services examination, handmade posters

have been put up alleging discrimination against the non-English-speaking applicants. As students hang by every word of the man, one policeman sitting next to the protest venue, says, "This is their guruji."

"I am not appearing for the examination nor are my children," says Shyam Rudra Pathak when asked how he is associated with the protests. However, the man has been seen on television screens, voicing his support to the cause of UPSC aspirants over the past week when the controversy over the Union Public Services Commission examination reached fever pitch.

Pathak claims that his association with the UPSC movement was

incidental. "This agitation was not started by me. On June 27, when a news channel called me for a discussion on the issue, I got in touch with these students. I was not aware of the details of the issue. During the discussion I came to know about the content of CSAT. Realising that their was merit in the argument of the students, I went to the protest venue instead of going home," Pathak says.

In 2011, UPSC introduced a paper at the preliminary level — Civil Services Aptitude Test (CSAT). According to protesting UPSC aspirants, the paper discriminates against students from the non-English medium background. When it comes to "the fight



UPSC aspirants being taken away by police in Delhi

against discrimination on the basis of regional languages", 52-year-old Pathak is not a novice. For nearly 225 days — between December 2012 and July 2013 — Pathak made

headlines as he sat outside the Congress headquarters in Delhi, seeking an amendment to Article 348A of the Constitution. The Article makes English the official language for all proceedings in the Supreme Court and the High Court.

"Police forcefully put me in Tihar Jail. A case was filed against me in the court and the court ordered that I should be sitting there in protest," Pathak says.

An IIT-Delhi alumnus, Pathak also claims that he was the 1985 all-India GATE topper. During his IIT days, Pathak says, he fought for the inclusion of Hindi and other regional languages as an optional paper instead of the English language

paper in the Joint Entrance Examination (JEE), conducted in the country for engineering courses.

"I had proposed that the students' body at IIT pass a resolution on this demand. The matter was discussed in the Students' Affairs Committee and a resolution was passed which called for either the removal of the English language paper from the entrance examination or giving students the option of other regional language papers. The current RBI chief Raghuram Rajan was the General Secretary of the Students' Affairs Committee when this resolution was passed," Pathak says.

For 10 years, Pathak coached

students for engineering entrance tests. He now claims to have enough money to sustain himself and his family for a few years.

As students approach him and thank him for his support, Pathak seems apologetic. "I had no role in establishing the students' organisation protesting on the issue. I see myself as a guest guide. I have been raising the issue of inclusion of Indian languages in entrance tests for several years. I have sat on hunger strikes for as long as 19 days. I was a lone figure fighting this battle earlier. Now, I feel grateful to these students who are fighting for an issue which I have been raising for several years," he says.

IITs, NITs face shortage of teachers

NITIN MAHAJAN
NEW DELHI, JULY 29

The premier technical institutes in the country, IITs and NITs, are facing acute shortage of teachers with more than one third faculty positions lying vacant. It is understood that lack of qualified teachers and inability of government to attract teachers to these posts is hindering the process of recruiting new teachers to these institutes.

While the Narendra Modi government has promised to establish five more IITs — Jammu, Chhattisgarh, Goa, Andhra Pradesh and Kerala — it has a mighty task of resolving the shortage of faculty in existing institutes. Sources stated that while 36.5 per cent faculty positions are vacant in IITs (16), in case of NITs (30) the situation is even worse with 40.8 per cent of such posts lying vacant.

However, in an effort to tide over this shortfall the government has proposed to take a slew of measures. The HRD ministry has already proposed more incentives for IIT faculty members. A performance-related incentive scheme for existing teachers and faculty members has been proposed which will also take into account the performance of teachers in terms of research work and publications. Sources stated that the government also advertises through Indian and foreign publications for faculty positions in these institutions.

Civil service aspirants continue protests, govt appeals for calm

Agencies

■ hreporters@hindustantimes.com

NEW DELHI: Civil-service aspirants turned up in hundreds outside the UPSC office in central Delhi on Tuesday to continue their protest against a secondary aptitude test section (CSAT) in the entrance examination.

Agitators, protesting under the banner of the Akhil Bharatiya Vidyarthi Parishad (ABVP), raised slogans against the former Congress government for implementing CSAT-II in the examination pattern. "UPSC should immediately cancel CSAT. We will not sit silent till our demand is met," Rohit Chahal, national secretary, ABVP, said.

As protestors gathered in large numbers, the police had to erect barricades outside the UPSC office to prevent them from entering. Since the students refused to budge, the police detained 200 protestors and took them to Tilak Marg Police station.

Minister of state for personnel and public grievances Jitendra Singh said the students should have some patience as the government is concerned about the issue. "We need to be concerned about them and, in turn, they should also exercise restraint and have some patience as the government is already at it," he said. "The youngsters should be advised not to cause any physical or mental agony or harm to themselves because the government is very much seized of the matter."

On Monday, 40 protesting aspirants were detained from near the same place after police used water cannons to control them.

The aspirants are also continuing their protests at Mukherjee Nagar, a residential area in north Delhi near Delhi University. The

WHY ASPIRANTS ARE PROTESTING

- Civil services aspirants have been demanding scrapping of CSAT- the newly-introduced attitudinal test for the exam
- Protesters demanded that such changes in the examination patterns introduced on short duration affect preparations of aspirants who have been trying to crack the exams for years
- Students have been demanding immediate intervention of the government in the matter, saying CSAT discriminates against aspirants with a Hindi background
- The CSAT-I paper is shoddily translated into other vernacular languages using less reliable software tools, allege UPSC aspirants

area is popular with students who pour into Delhi from other states to prepare for the civil services examination.

The CSAT-II paper carries questions on comprehension, interpersonal skills, including communication skills, logical reasoning and analytical ability, decision-making and problem-solving, general mental ability, basic numeracy, and English language comprehension skills (of Class 10 level).

The aspirants have been objecting to the aptitude test and English language questions asked in the CSAT-II paper, claiming those were much above the standard prescribed for the examination.

IIT Kharagpur to introduce New System (Credit Based System) to complete B.Tech in 3 ½ years

<http://www.aegindia.org/2014/07/iit-kharagpur-to-introduce-new-system-credit-based-system-to-complete-b-tech-in-3-%C2%BD-years/2159727.html>

Kharagpur: IIT Kharagpur is a public engineering institution which was established in 1951. Of all the courses offering by the institution B.Tech is most popular course. Now to complete this course institution is going to introduce new system. In this new system candidates can complete the course either quickly or with some delay. This is known as Credit Based System. In this system B.Tech can be completed in 3.5 years. In Each and every course credit will be given to the candidates based on the performance shown by the candidates.

If candidates reach the specific credit given by the institution then those candidates can complete the course before 6 months itself. Otherwise candidates can go for the scholarship in between the course and then come back to complete the course. This new system will be introduced in different phases from 2016 onwards.

Among IITs this is the first IIT to be established. This university is having highest student enrolment with huge number of departments. Through this departments university is offering several courses at Under Graduation and Post Gradation level. Admission in this institution will be done based on the written test.

Admission: Based on the JEE score also admission will be available in this institution for the courses 5 year integrated MSc, Integrated Bachelor of Technology and Master of Technology, 5 year BArch degree, 4 year B.Tech. For the post Graduation courses admission will be done based on the GATE (Graduate Aptitude Test in Engineering) Examination.

Reservation: A Reservation criterion is applicable during the admission process. For the Schedule Tribes reservation is 7.5%, for the schedule caste reservation is 15% and for other backward classes reservation is 27%.

Under Graduation Programmes: some of the courses offering by the university are 5 year Integrated Master of Science, BArch, BTech Hons. Of all the courses B.Tech is most popular course in IIT Kharagpur.

Post Graduation Programmes: Some of the PG programmes offering by the institution are LLB in Intellectual Property Law, MCP, MMST, MHRM, PGDIT, PGDMOM, M.Sc etc.

Narendra Modi at ICAR – Technology, Skills key to Revolutionising Agriculture

<http://www.niticentral.com/2014/07/29/narendra-modi-at-icar-technology-skills-key-to-revolutionising-agriculture-234873.html>

“Farmers should benefit from technological upgradation for improving yield,” said Prime Minister Narendra Modi in his address to scientists at the Indian Council of Agricultural Research (ICAR).

Speaking on his roadmap to agricultural growth in the country, he said, “Gone are the days when farmers could break crop cycles for soil rejuvenation. Today’s demand for high productivity necessitates scientific methodologies to be incorporated in agricultural practices so that both can carry on simultaneously.” Speaking on the need for a deeper understanding and solution-based alternatives to weather cycles and water cycles, he said that adequate synchronisation is mandatory to ensure there is enough water for getting crops.

He repeated his main vision of getting ‘more crop per drop’ which has been his guiding point for efficient utilisation of water for better and higher yields. Giving the example of *prasad* in a temple, he said that just as one is extremely reverential and cautious so that not a speck of it goes waste, similarly water is a divine gift to mankind. Awareness to ensure that not a drop goes waste must be ensured. Citing an example from Mahatma Gandhi’s life, he said that when Sabarmati River used to flow in full spate and Mahatma resided in his ashram on the river bank, he wouldn’t waste a drop of water. “This is the kind of awareness that is the need of the hour,” he emphasised.

Global warming conferences are held in five-star [hotels](#) , but it is the people on the ground who get affected most. The understanding and knowledge of its impact on agriculture and other allied sectors must be taken to the farmer.

In this context, the Prime Minister noted that ICAR and its allied research centres and universities should play the role of being nodal centres for the adjacent districts, thus improving approachability for farmers. This initiative could cover anywhere between 500 to 600 districts. He also said that there is a need for inspiring educated youth into the farming sector since this is a segment that is forward-looking and ready to take risks with respect to experimenting with new methods. This, in a way, was a move towards skill and knowledge development along with technological upgradation which is key to getting better output. He said this was the way to take the benefit of the laboratory to the land.

It is not that good research is not happening in India, Modi pointed out. The benefits of this research however, are not directly being linked with our daily lives. Thinking out of the box and ensuring implementation can help the system. Suggesting that scientists should use radio stations effectively, he said, “Farmers listen to radio and if this carries information and advice which benefits them, it could become a popular instrument of change.

“Imagine students and researchers addressing the needs of the local farmers and callers, who could be given guidance for their problems and the diseases that their crops or livestock might face. This will not only popularise local radio stations, but could effectively fight their hurdles.”

Similarly, animal husbandry could benefit enhanced yields with better technology and dispersal of knowledge. Asserting his deep faith in the potential for digital technologies in transforming human life, Narendra Modi talked of quality research through the decades that these pioneering institutes have been conducting. He said the fruits of this research should be compiled and digitised so that it may be made available to people to access with the click of a mouse.

He was equally emphatic on the blue revolution — concerning fisheries — and the increasing global

[market](#) which fishermen could benefit from other than cultivation of seaweeds which is a profitable business as well.

In a way, Narendra Modi's vision reflects innovation and economic means for transforming the sector that contributes over 18 per cent of the nation's GDP. Effective implementation of these ideas on the ground would decide whether the great leap is possible any time soon.

Dhanbad, Roorkee axe dual degrees

- ISM, IIT respond to poor student response, cut down vacant seats

BASANT KUMAR MOHANTY

http://www.telegraphindia.com/1140730/jsp/frontpage/story_18667134.jsp#.U9iBvGNODg4

New Delhi, July 29: Poor students' response has led premier engineering cradles like Indian School of Mines (ISM), Dhanbad, and IIT-Roorkee to discontinue dual degree courses, an affidavit filed in response to a PIL on reforming the admission system has revealed.

IIT-Kharagpur, which coordinated the JEE-Advanced entrance exams this year, filed an affidavit in Delhi High Court on July 18 in response to the PIL stating that certain courses had been discontinued at ISM-Dhanbad and IIT-Roorkee since "student interest had declined on a consistent basis".

While ISM-Dhanbad has dropped BTech & MTech in petroleum engineering and MTech in mining engineering and MBA, IIT-Roorkee has decided to do away with BTech in pulp and paper technology from this year.

"The evaluation and removal of such courses is an ongoing process and helps in reduction of vacancies from time to time," said the affidavit filed by JEE-Advanced chairman professor M.K. Panigrahi.

The PIL was filed by professor Rajeev Kumar of IIT- Kharagpur seeking reforms in the JEE system. Recently, he appealed to the court to direct IITs to take steps to ensure that seats did not remain vacant in IITs and ISM-Dhanbad.

Every year, around 300 seats remain vacant in the IITs and ISM-Dhanbad since students block the berths and quit if they get a "better" branch of study in NITs (National Institute of Technology) later.

The admission process and counselling are conducted separately by IITs and NITs. The NITs conduct counselling after the IITs complete theirs.

There was a proposal for joint counselling in IITs and NITs from this year. However, it is yet to be implemented.

The court passed an order on July 21, asking IITs to explain why they could not give admission to students till

the end of August, by when admissions into NITs were completed. The matter will be heard soon.

However, what has come to light because of the litigation is that some courses were losing popularity among students.

Professor G. Uday Bhanu, who looks after admissions at ISM-Dhanbad, said that these two courses, launched in 2006, had 18 seats each and the students were getting dual degrees.

But, the response of students has remained poor from beginning. ISM-Dhanbad has a separate BTech course in petroleum engineering and a BTech programme in mining engineering.

A student has to spend five years in the dual degree programme without an exit option. In petroleum engineering, a student would get BTech and MTech while in the other programme, a student used to get MTech in mining engineering with MBA. The institute is offering MBA separately, too

Students are admitted through JEE. ISM-Dhanbad noticed that students, who were admitted through JEE, ended up joining the programme only if they weren't selected for any other course in IITs or NITs.

"These two programmes used to be the last choice of students," Uday Bhanu said.

IIT-Roorkee's BTech in pulp and paper technology has about 70 seats. The director, professor Pradipta Banerji, and the deputy director, professor S.P. Gupta, weren't available for comment.

Allahabad University V-C resigns

Press Trust of India | Allahabad

July 29, 2014 Last Updated at 12:15 IST

http://www.business-standard.com/article/pti-stories/allahabad-university-v-c-resigns-114072900459_1.html

Against the backdrop of protests on the [Allahabad](#) University campus, Vice-Chancellor Prof A K Singh has tendered his resignation, a top varsity official said here today.

"Prof Singh sent his resignation by fax to the President of [India](#), who happens to be the Visitor of the University", the varsity's Registrar Prof B P Singh said.

The V-C's resignation comes at a time when non-teaching staff of the University have been on an indefinite strike since July 9 to press for their demands which include regularisation of daily wagers and withdrawal of the proposed move to abolish posts like those of sweepers and gardeners which, the varsity authorities have claimed, was being mooted following instructions received from the UGC.

The resignation comes close on the heels of a group of students staging a demonstration on July 25 outside Prof Singh's residence for several hours in protest against the alleged deteriorating academic environment at the University which was granted Central status in 2005.

On July 26, some BJP MPs had called on the V-C at his residence and were reportedly kept waiting for hours before they were granted an audience.

In 2012, Prof Singh was held hostage inside his residence by students for three days on the issue of vacating hostels. The matter was resolved only after the intervention of the Allahabad High Court.

An IIT alumnus who had taught Chemistry at a number of prestigious institutions within the country as well as abroad, Prof Singh was appointed the Vice-Chancellor of Allahabad University in January, 2011, becoming the second person to hold the post after the varsity was accorded central status.

Times Of India ND 30/07/2014

p-21

Students to get 30 minutes more to crack CAT this year

Indore: Candidates appearing for the Common Admission Test (CAT) for entrance to IIMs and other prestigious business schools on November 16 and 22 will get 30 minutes more as number of questions will be more this time.

“Earlier, candidates appearing for CAT were getting 140 minutes to solve the paper, but now time has been increased to 170 minutes,” a spokesperson of the Indian Institute of Management (IIM)

Indore, which is conducting the online CAT 2014, said.

“Henceforth, in sections of Quantitative Ability and Data Interpretation, and Verbal Ability and Logical Reasoning, the candidates will have to answer 50 questions each instead of earlier 30,” the spokesperson said. As per the new feature, the candidates can allot time accordingly to solve either of sections of their choice depending on their ability and convenience. PTI

NASA spacecraft finds 101 geysers on icy Saturn moon

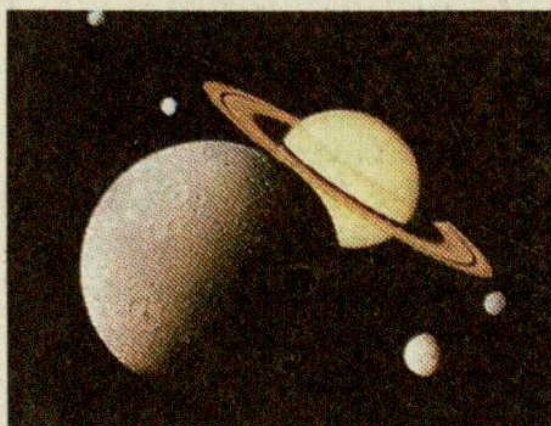
PTI ■ WASHINGTON

Scientists using mission data from NASA's Cassini spacecraft have identified 101 distinct geysers erupting on Saturn's icy moon Enceladus.

Their analysis suggests it is possible for liquid water to reach from the moon's underground sea all the way to its surface.

Over a period of almost seven years, Cassini's cameras surveyed the south polar terrain of the small moon, a unique geological basin renowned for its four prominent "tiger stripe" fractures and the geysers of tiny icy particles and water vapour first sighted there nearly 10 years ago. The result of the survey is a map of 101 geysers, each erupting from one of the tiger stripe fractures, and the discovery that individual geysers are coincident with small hot spots.

To determine the surface locations of the geysers researchers employed the same process of triangulation used historically to survey geological features on



Earth, such as mountains. When the researchers compared the geysers' locations with low-resolution maps of thermal emission, it became apparent the greatest geyser activity coincided with the greatest thermal radiation.

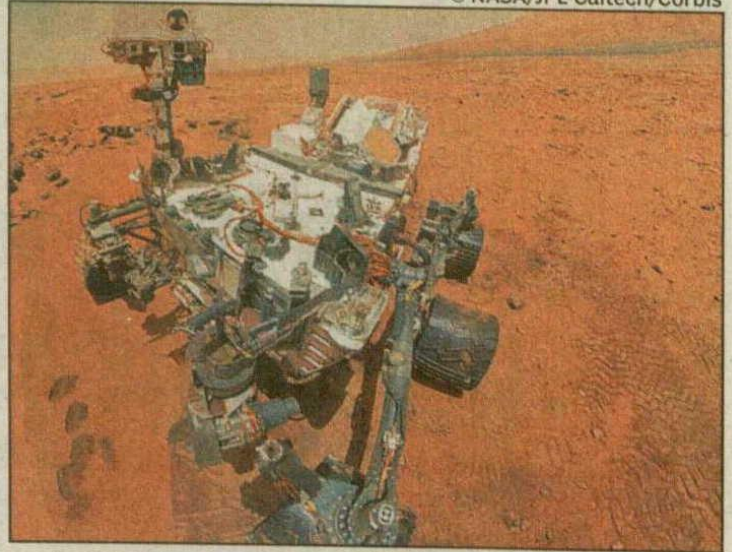
Comparisons between the geysers and tidal stresses revealed similar connections. The researchers then compared the survey results with high-resolution data collected in 2010 by Cassini's heat-sensing instruments. Individual geysers were found to coincide with small-scale hot spots, only a few dozen feet across, which were too small to be produced by frictional heating, but the right size to be the result of condensation of vapour on the near-surface walls of the fractures.

Nasa discovers 101 geysers on Saturn's icy moon Enceladus

Washington: Scientists using mission data from Nasa's Cassini spacecraft have identified 101 distinct geysers erupting on Saturn's icy moon Enceladus. Their analysis suggests it is possible for liquid water to reach from the moon's underground sea all the way to its surface. Over a period of almost seven years, Cassini's cameras surveyed the south polar terrain of the small moon, a geological basin renowned for its four prominent "tiger stripe" fractures and the geysers of tiny icy particles and water vapour first sighted there nearly 10 years ago.

The result of the survey is a map of 101 geysers, each erupting from one of the tiger stripe fractures, and the discovery that individual geysers are coincident with small hot spots. The experts then compared the survey results with high-resolution data collected in 2010 by Cassini's heat-sensing instruments. The researchers concluded that the only plausible source of the material forming the geysers is the sea now known to exist beneath the ice shell. PTI

© NASA/JPL-Caltech/Corbis



Nasa said on Tuesday that its Opportunity rover has clocked more miles on Mars than any man-made vehicle to reach another celestial body. Since arriving on Mars in 2005, the solar-powered robot has journeyed across 40km of Martian terrain. That surpasses the previous record, held by USSR's Lunokhod 2 rover, which landed on the Moon in 1973

Now, a simple blood test can detect cancer

It Will Prevent Patients From Undergoing Costly, Unnecessary Invasive Procedures Like Biopsies

Kounteya.Sinha
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London: A simple blood test developed by British scientists might turn out to be a giant leap in cancer diagnostics.

Researchers from the University of Bradford say their test will enable doctors to rule out cancer in patients presenting with certain symptoms, saving time and preventing costly and unnecessary invasive procedures such as colonoscopies and biopsies.

Early results have shown the method gives a high degree of accuracy diagnosing

cancer and pre-cancerous conditions from the blood of patients with melanoma, colon cancer and lung cancer.

The Lymphocyte Genome Sensitivity (LGS) test looks at white blood cells and measures the damage caused to their DNA when subjected to different intensities of ultraviolet light (UVA), which is known to damage DNA. The results of the study show a clear distinction between the damage to the white blood cells from patients with cancer, with pre-cancerous conditions and from healthy patients.

Professor Diana Anderson,



BREAKTHROUGH

from the University's School of Life Sciences led the research. "White blood cells are part of the body's natural defence system," she said.

"We know that they are under stress when they are fighting cancer or other diseases, so I wondered whether anything measurable could be seen if we put them under further stress with UVA light. We found that people with cancer have DNA which is more easily damaged by ultraviolet light than other people, so the test shows the sensitivity to damage of all the DNA — the genome — in a cell."

This study looked at blood samples taken from 208 individuals. The samples were coded, anonymised, randomised and then exposed to UVA light through five different depths of agar (a type of culture medium).

The UVA damage was observed in the form of pieces of DNA being pulled in an electric field towards the positive end of the field, causing a comet-like tail. In the LGS test, the longer the tail the more is the DNA damage and the measurements correlated to those patients who were ultimately diagnosed with can-

cer (58), those with pre-cancerous conditions (56) and those who were healthy (94).

"These are early results completed on three different types of cancer and we accept that more research needs to be done; but these results so far are remarkable," said Professor Anderson. Professor Anderson believes that if the LGS proves to be a useful cancer diagnostic test, it would be a highly valuable addition to the more traditional investigative procedures for detecting cancer.

For the full report, log on to www.timesofindia.com

Why B-schools need to go social

Social media has pervaded our lives. It's time it is recognised as a formidable tool for student engagement

CHETNA MEHRA

The Indian School of Business (ISB), at the time of writing this article, boasts 50,835 'likes' on its Facebook page, 18,308 members on LinkedIn, 11,600 followers on Twitter, and 2,463 subscribers on YouTube. These users follow the B-school actively on social media and are engaged in a dialogue with the institute. For a decade-old community that grows with each passing year, these figures are encouraging.

They reflect one of the most successful social engagement programmes carried out by a business school in India. The institute has been slashing its traditional media spends and has instead been increasing its social and digital media budget over the last three years. Three years ago, around 10 per cent of ISB's total media budget was spent on social and digital media, now, it has increased to 50 per cent.

"The outreach is micro-targeted. We are able to reach our audiences based on age, education, profession, industry, geography, location," says Sriram Gopalakrishnan, Director, Marketing and Communications,

ISB. The medium facilitates a two-way exchange and is a good way to ascertain the pulse of the target audience. ISB interacts with prospective applicants, alumni, prospective mid-career professionals for its executive education programmes, recruiters, faculty and the general public through digital media.

Krituha Shankar, Founder and CEO of Business Blogging, and Founder, Director at F5ive Technologies agrees with Gopalakrishnan. "Students and parents both do their evaluations online these days when it comes to opting for an educational institution," he adds.

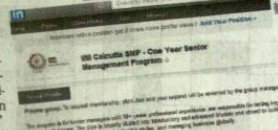
Leveraging the Web

Business schools in India, only recently, have understood the reach of the digital medium and are now warming up to it. Despite this, they still have a lot of catching up to do. The India Institute of Management (IIM) Calcutta has a comparatively weaker social media presence, irrespective of the size of its alumni community and batches and it being one of the oldest business schools in India. The B-school's Facebook page has garnered

13,805 'likes'; it has 24,259 and 10,900 followers on LinkedIn and Twitter respectively, and a meagre 1,733 YouTube subscribers in comparison with ISB's 2,463.

IIM-C is working hard to improve its social media presence. Along with its own communication team of professionals and students, the business school has hired a social media marketing agency to take care of its online presence. "Our time, effort, and spends in social media have gone up dramatically in the last one year," says Chandradeep Mitra, professor of the Sports, Entertainment & Media Marketing course at IIM-C. "For our management development programmes we have experienced better traction through these platforms."

Most business schools are using social media to communicate with their stakeholders and for branding and promotion purposes. "All the information for prospective students such as deadlines for application, how to apply and so on are communicated through FB and other platforms, in addition to the conventional email," says Harshvardhan, student member of the media cell at the TA Pai Management Institute (TAPMI). The events



happening at TAPMI such as festivals, or guest lectures and leadership seminars are promoted extensively through Twitter, FB and other online media forums, says Harshvardhan.

IIM-C on the other hand leverages social media to promote student diversity. "Not just foreign students but NRIs should get a taste of what happens in a B-school in India through social media," says Partha Sarthy Reddy,

member of the student media cell at IIM-C.

With the help of students and dedicated professionals business schools have managed a decent foray into social media, but a well thought-out strategy will be needed to bring a sustainable change. "Most of the B-schools are just scratching the surface when it comes to social media," according to F5ive's Shankar who also teaches digital and social media at BIM Trichy and Great Lakes Institute of Management. "A dedicated staff for social media management for educational institutes is important," he adds.

Amongst business schools in India, ISB is one step ahead when it comes to



social media. The institute has recently entered the mobile space with its latest mobile application called ISB360 for prospective applicants. "Our mobile application is fairly distinct and at par with those of top business schools abroad, it will be central to our entire outreach programme in the coming year," says Gopalakrishnan.

Learning the ropes

To establish themselves as a brand within the industry, research-oriented B-schools need to promote themselves as knowledge creators. ISB has become a front-runner in the knowledge sharing domain too with its new and well curated platform called ISB Insight. The dedicated website has digitised the last 8-10 years of research-based articles and published them online. Most business schools are identifying digital and social media marketing as one of the core marketing concepts now and have in-

cluded the newly-evolved media into their curriculums. "We are trying to incorporate understanding and learning of the medium into multiple courses," says Mitra of IIM-C. "There are courses now that teach students how to look at social media with a marketing analytics perspective and for consumer insight."

IIM-C doesn't have a course on digital media yet and has incorporated the social media learning into three courses: integrated marketing communication, sports entertainment and media marketing and innovations in marketing theory and practices. TAPMI and ISB have already introduced dedicated social and digital media courses into their curriculums. Social and digital media has pervaded our lives over a short period of time.

Aside from being a platform for interaction for Business Schools, including the study of it in the school's curriculum and providing the students a solid grounding in the ways of digital media is likely to come handy for all future managers, be it marketing or HR. Business schools in India need to recognise this need at the earliest.