

# Newspaper Clips

March 10, 2011

Hindustan Times ND  
10/03/2011 P6

## Court tells ICSE panel to remove 'offensive passages'

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**NEW DELHI:** A Delhi court has directed the Council of the Indian School Certificate Examination (CISCE) to exclude offensive citations of some of India's most famous freedom fighters from its history and civics curriculum. The order is binding from the beginning of the next academic session in 1,793 schools across the country. The CISCE conducts the Indian Certificate for Secondary Education (ICSE) examination.

According to the petition filed by Dina Nath Batra, national convener of Shiksha Bachao Andolan Samiti, the chapter titled Revival of Terrorism in Standard 10 history books casts a negative light on the freedom fighters.

"Bal Gangadhar Tilak, Lala Lajpat Rai and Bipin Chandra Pal have been referred to as militants and extremists, while Bhagat Singh, Rajguru and Sukhdev as terrorists," read the petition. There are similar passages in the civics book too.

The books have been published by Goyal Brothers Prakashan and written by DN Kundra.

Additional district judge Inder Jeet Singh said: "The Union of India, the ICSE and Kundra are restrained to issue appropriate instructions/guidelines, either in their regular standing instructions/curriculum/syllabus that such objectionable passages, that is,

**The Union of India, the ICSE and Kundra are restrained to issue appropriate instructions/guidelines ... or the like expressions...  
COURT ORDER**

Militant, Radical, Rationalism or Extremism, Extremist, Militant Nationalism, out of desperation, they took to terrorism, terrorist remained more active, extremist party, took to terrorism, impact of revolutionary terrorism on national movement, or the like expressions, are not to be taught or published in any form by the concerned or affiliated schools (sic)".

Monika Arora, Batra's counsel, said: "The ICSE has taken an anti-view of our freedom fighters' struggle, who laid their lives to free our country from the clutches of Englishmen."

Maharashtra has 118 ICSE schools, Mumbai and Delhi have 60, NCR 30. Over 1 lakh students from Maharashtra opt for ICSE board every year.

"It is unfortunate that despite getting freedom in 1947, such objectionable and insulting portions regarding our historical past have not been removed from the course material," Batra alleged in his petition.

His counsel argued that the current curriculum can pollute the young minds of our country.

Hindustan Times ND  
10/03/2011 P10

# Prior academic scores will see you 50% through

**Charu Sudan Kasturi**

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## REVAMPING EDUCATION

**NEW DELHI:** Good under-graduate scores may soon eliminate half the pressure of securing post-graduate admission at any of India's central universities.

Students will receive 50% weightage for previous academic performance in common admissions to all central universities under a blueprint finalised by a panel of experts appointed by HRD minister Kapil Sibal. Performance in a common entrance test will receive the remaining 50% weightage.

The panel of vice-chancellors headed by former Jawaharlal Nehru University V-C BB Bhattacharya has submitted its final report to Sibal, and the blueprint is set to be discussed with V-Cs of about 200 central and state varsities on March 25-26, government source said.

Sibal plans to start common admissions for MPhil and PhD programmes at the country's 40 central universities from the coming 2011 academic session.

The common admission test will be extended for masters' programmes in 2012 and to undergraduate programmes in 2013 under the plan. Central universities currently mostly rely solely on admission tests for picking students for masters, MPhil and PhD programmes — instead of giving specific weightage to students' scores in the previous programme.

- A blueprint prepared by the panel of experts appointed by HRD minister Kapil Sibal suggests performance in a common entrance test will carry only 50% weightage for admissions

- Sibal also plans to start common admissions for MPhil and PhD programmes

- Common admission test will be extended for masters' PG in 2012 and to UG programmes in 2013 under the plan

University Grants Commission sources said an estimated 100 lakh students are currently pursuing under-graduate education across the over 500 central, state and deemed universities.

Close to 10 lakh of these are studying at central universities. About a lakh are pursuing masters' programmes at central universities, while between 5-10,000 are enrolled in MPhil and PhD programmes, sources said.

The Bhattacharya panel was earlier mulling 30% admission weightage for scores in the preceding degree programme — under-graduate scores for masters' admissions, masters' scores for MPhil and MPhil scores for PhD programmes. But the weightage has been hiked in the panel's final report, which also specifies that only scores in the first two years of the preceding academic degree course will be considered.

# Hindustan Times ND 10/03/2011 P19

## *Now urine to fuel hydrogen cars*

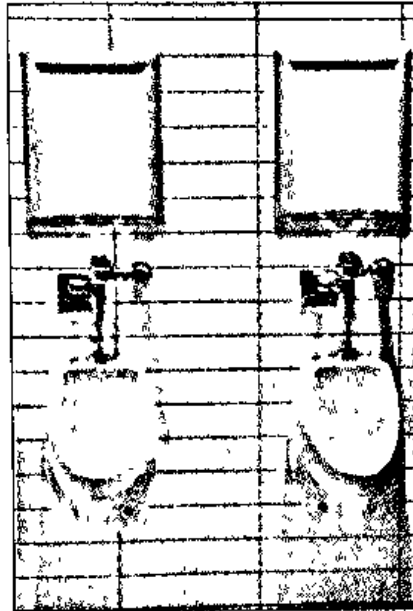
**The Guardian**

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**LONDON:** The shower is well known as a source of good ideas. But the toilet? Equally promising, says Gerardine Botte, a professor of chemical and biomolecular engineering at Ohio University who has developed a technology to generate hydrogen fuel from urine.

Botte recognised that urine contains two compounds that could be a source of hydrogen: ammonia and urea. Place an electrode in wastewater, apply a gentle current, and voila: hydrogen gas that can be used to power a fuel cell.

Her system operates similarly to the electrolysis of water, a process that can be used to produce hydrogen for



■ **Researchers are working to turn urine into hydrogen.**

THINKSTOCK PHOTO

fuel cells - except that ammonia and urea hold their hydrogen atoms less tightly than water does, so less energy is

required to split them off.

Botte isn't the only scientist with her mind in the sewer. A group of scientists in the UK, for example, is working on a fuel cell powered directly by urine.

Botte's technology has the greatest potential for power generation in settings where large numbers of people gather — airports and sports stadiums, for example.

An office building with 200 to 300 workers could generate 2 kilowatts of power, Botte has calculated.

The approach could also address pollution associated with animal feedlots. The urine produced by 1,000 cows could generate 40 to 50 kilowatts of power, Botte estimates - getting rid of noxious ammonia in the process.

10/03/2011

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# University to step up security with CCTVs

**Neha Pushkarna** | TNN

**New Delhi:** Delhi University is now stepping up security arrangements on its campuses for which the proctor will have a special meeting with Delhi Police officials on March 15. The university is also planning to augment the bus service on South Campus to make sure that students coming from Benito Juarez Marg as well as Jesus and Mary College and Maitreyi College can commute safely.

After the murder of Radhika Tanwar, a student of Ram Lal Anand College (RLA) on Tuesday, the varsity has decided to revive the plan of installing CCTVs in colleges, hostels and access stretches for regular monitoring.

"We want all colleges and hostels to be covered under CCTV for which I have even been writing to all the principals. The university is ready to provide them with funds if needed. Besides, Holi is coming up before which we will have better security arrangements in place. I will be meeting police officials from the north and south district on March 15 to discuss the matter," said DU proctor, professor H P Singh. He said that both the campuses already have a bike patrolling system

under which a male and a female security guard of the university patrol the area from 8.30am to 5.30pm.

Singh said it was also essential to provide proper transport facility, especially in Moti Lal Nehru, Jesus and Mary and Maitreyi College, as students have to walk quite a distance to get to the main road to catch a bus or an auto. "We have a plan to augment the bus service on these stretches and it will be implemented very soon. We already have DTC buses running across North Campus," he said. According to stu-

## **MEASURES FOR SAFE CAMPUSES**

dents, walking down Benito Juarez Marg is quite a hassle as the stretch often gets deserted. RLA and Moti Lal Nehru Colleges also run in the evening due to which it becomes difficult for girl students to disperse after classes, especially during winters.

"We have one bus plying around South Campus. We have written to DTC to get two more. These buses will cover a larger area and would run from 8am to 8pm. We are taking some measures to ensure that students feel safe," said Sanjeev Singh, deputy proctor, South Campus.

Publication: The Times Of India Delhi;Date: Mar 10, 2011;Section: Times Nation;Page: 17;

# Popular drugs a waste of money?

**Kounteya Sinha & Mahendra Kumar Singh | TNN**

**New Delhi:** They are some of the most common drugs consumed in India. But Prime Minister Manmohan Singh's high-level expert group on universal health coverage claims that they are "irrational, needless or useless".

An interim progress report, submitted to the Planning Commission, says popular drugs like Combiflam, Digene, Becosule, Corex, Phensedyl and Liv 52 are irrational cough mixture, needless antacid, irrational analgesic combination and irrational vitamin combination. These six drugs have a cumulative sales figure of nearly Rs588 crore.

Private-out-of-pocket expenditure on health in India is close to 78% as compared to 55% in Sri Lanka, 36% in Thailand and 61% in China.

And, this expense to purchase drugs is a serious worry for the committee.

The committee's tentative proposals include "Step up level of public spending on health to a minimum of 4% of GDP by 2017. Between 70%-75% of public spending should be statutorily allocated for primary and secondary healthcare. Use general taxation as the principal source for mobilising resources."

Interim recommendations also include reviving drug PSUs by infusing capital with autonomous status.

"Revisit FDI rules to bring down share of foreign players to less than 49%. PSUs will offer opportunity to produce volume drugs and help in benchmarking drug costs. Revive old vaccine manufacturing units with additional infusion of capital and a new vaccine park with an autonomous status," as per the panel's recommendation.

It added: "A pervasive price control on all essential drugs is called for especially in post patent regime, weed out irrational drugs and need to bring in AYUSH medicines under Essential Drugs List."

The committee suggests scaling up of public spending on drugs from 0.5% of GDP, supply quality generic drugs and enforcerational use, warehouses at every district level, one retail outlet in every block level and five in district headquarters.

Publication: The Times Of India Delhi; Date: Mar 10, 2011; Section: Times Business; Page: 24;

# Indians plug into high-end gadgets

Samidha Sharma | TNN

Mumbai: Indian consumers are lapping up high-end electronics, mobiles and durables like never before. Not afraid to shell out the moolah, consumers are going all out for top-of-the-line products available.

Leading the pack are smartphones, tablets, high-definition televisions, frost-free refrigerators and split air-conditioners which have grown as much as 80% annually. So while sales of flat-panel televisions registered an 84% growth, split air-con-

## Great Sale

Products	Growth (%)
Flat Panel TV	84.0
Frost-free refrigerator	13.7
Fully automatic washing machine	9.2
Split AC	61.8
Smartphone	40.0

Period: Jan-Dec '10  
Source: GfK-Nielsen

ditioners (AC) grew by 62% and smartphones grew by 40% last year.

Durable majors like LG, Samsung and Godrej are now

drawing around 40% of their overall turnover from these premium products.

Even handset manufacturers like Nokia have upped their ante with a slew of launches in the high-end price range of Rs 15,000 and above to tap this market which grew 40% last year.

Industry players say today's consumers are flexible on their budgets and with the increasing penetration of modern retail these products have got the desired push. "Premium categories are leading the segments linked with early technology

adoption and higher disposable incomes of Indians, which is helped by their propensity to spend," said R Zutshi, deputy MD, Samsung India. The Korean durable major clocked a growth of 90% in flat panel televisions in 2010 and is expecting 100% growth this year, driven by the growth in high-definition (HD), LED and the 3D segments. This year flat panel TVs are expected to double and touch the 5 million unit mark. HD televisions currently constitute 15-20% to the overall sales of flat panel televisions.

Times of India ND 10/03/2011 P-6

# Teachers to hold classes in VC lawn

TIMES NEWS NETWORK

**New Delhi:** Instead of striking work like last year, teachers in Delhi University will now hold classes in the open to protest against the implementation of semesters in colleges. For two days — Thursday and Friday — members of the Joint Action Body (JAB) of teachers will hold classes in the lawns outside the vice-chancellor's office to draw his attention towards the issues involved in switching to semesters in the undergraduate courses.

“JAB has around 100 members and we expect that about 20 of them will take their classes in

open on Thursday. We will start around 8.30am and the students have been told about it. There will be teaching happening like any other day. Students can just come for the class in the open and then walk back to college for the next class,” said Karen Gabriel, associate professor, St Stephen's College and member of JAB. She added that the university administration has never been willing to lend an ear to the teachers or consult them before the implementation of semesters.

DU has already switched 13 science courses to semesters and now plans to completely shift to the new mode from the new ses-

sion. However, teachers from various departments like English, economics, philosophy and history have already shown their reluctance in their general body meetings held last month. “We already have 40 staff council resolutions rejecting the semesters. The university doesn't want any dialogue though teachers have been ready to discuss the feasibility and desirability of semesters in DU,” Gabriel said.

According to teachers, the course content is being diluted to accommodate the system of semesters. Conducting exams twice a year under semesters is not feasible, teachers said.

Times of India ND 10/03/2011

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# In digital age, state controls mean little

Indrani Bagchi | TNN

**New Delhi:** Social media is empowering people, instigating revolutions against sclerotic regimes, re-defining the way news and opinions fly around the world. By that very token, social media like blogs, microblogs, Facebook, Twitter, Myspace etc; are irresistible to governments who want to be out there controlling the flow of things.

As the Indian government mulls over regulating social media in a largely free society, it would be instructive to see what their chances are of success.

China is the easiest example of a paranoid leadership turning cart-wheels at the first whiff of a protest breeze flowing through Baidu, or their own Twitter-like microblogs. The word “jasmine” on these blogs over the weekend was enough to



Cuban dissident blogger Yoani Sanchez works on her laptop at home in Havana

send security forces swarming Beijing, even dragging off one hapless man who had put a pot of jasmine flowers outside his house.

Chinese netizens are a potent source for criticism, nationalism and even protests. From 2010, the number of government accounts

on Chinese microblogs have gone up dramatically. These help officials to keep track of protest trends, because ultimately, for the Chinese leadership, internal stability is crucial to their own longevity. They put firewalls, embed software in phones, and basically listen in on their citizens ever more intrusively to keep out everybody — from Falun Gong to Jasmine revolutionaries.

Yet, if the Chinese ever want to protest — and there are no signs that they want to despite their history — these controls won't amount to much.

In the US, Federal Trade Commission has also announced plans to regulate blogs and social media — but they say they are primarily going after blogs that indulge in inaccurate advertising of products and services.

Is this the thin end of the wedge, and could this include other issues later? Entirely possible.

Writers like Malcolm Gladwell are pushing the notion that social media don't make revolutions, while others have a new name for it — “net delusion”. Germany is reportedly drafting laws that make it difficult for potential employers to use your Facebook profile as a benchmark while recruiting.

Infosys is the first company in India to monitor social media posts of its employees.

Basically, governments think they can help you think and live better. That's their bottomline. With terrorism now on top of all security considerations, governments think they can stop transfer of terror ideas, plans, money etc over the Internet. And authoritarian regimes want to stifle dissent.

# Lawyer asks Sibal to ensure IIT prof is not 'harassed'

Akshaya Mukul | TNN

**New Delhi:** Lawyer Prashant Bhushan has urged HRD minister Kapil Sibal to ensure that whistleblower Rajeep Kumar, a professor of computer science and engineering at IIT-Kharagpur, is not harassed.

In a letter to Sibal, who is also chairman of the IIT Council, Bhushan — Kumar's lawyer in the Supreme Court — asked the minister to "ensure that Kumar is not harassed and given full protection since he is a whistleblower".

Bhushan's letter comes in the background of the IIT-Kharagpur Senate deciding on December 27 to take action against Kumar for what it called a "totally unsubstantiated and malicious allegation" by him about "rampant copying" by students during examinations. The Senate said the allegation had "brought disrepute to the past and present students of the institute, maligned the faculty, and lowered the image of the institute".

The Senate resolution for action against Kumar came even as its sub-committee, of which Kumar is a member, is looking into the matter of copying. It was decided that Senate would not discuss copying till the sub-committee gave its recommendations in January. TK Ghosal, officiating registrar, IIT-Kharag-

pur, refused to comment.

Kumar and IIT-Kharagpur are also ranged against each other on the issue of purchase of laptops. The professor, who wanted to buy a laptop for an HRD ministry project, did a market survey and found that if such a laptop was purchased directly from one of the companies then it would cost Rs 79,000, whereas the IIT approved rate was Rs 1.07 lakh.

Kumar also asked his son, working in Hyderabad, to get the price, which was the same as the one he got. The IIT administration calls it a conflict of interest and alludes to Kumar wanting to buy a laptop for his son.

The deputy registrar even sent documents, including the mobile phone bill of Kumar's son and the quotation for a laptop with a Hyderabad address. Kumar denies this and shows his letter of December 13 to dean, Sponsored Research and Industrial Consultancy, asking for Form 50 for delivery of the laptop in Kharagpur.

When Kumar brought the price discrepancy to the notice of a SRIC officer, he was told to go through the list of empanelled vendors. Kumar's proposal for direct purchase was finally rejected.

As the controversy on laptops rages, IIT has sought the opinion of HRD ministry.



Times of India ND 10/03/2011 P-13

# No quota in case of principals: SC

Dhananjay Mahapatra | TNN

**New Delhi:** The Supreme Court dealt a blow to UP's pro-dalit Mayawati regime by dereserving recruitments to 140 posts of principal in degree and post-graduate aided and affiliated colleges maintained by local authorities.

However, the colleges maintained by the state government or colleges imparting medical education were kept out of the purview of this ruling as the recruitment of principals follows an estimation of vacancy in cadre.

A bench comprising Justices V S Sirpurkar and T S Thakur on Tuesday ordered that the quota regime would not govern recruitment of principals in affiliated and aided colleges under local authorities as these were counted as single posts and not bunched together for the purpose of filling



The SC ruling comes as a blow to chief minister Mayawati's pro-dalit regime

vacancies. The UP Higher Education Services Commission had on February 2005 issued a notification inviting application for 140 posts of principals, out of which 87 posts were available in PG colleges and 53 in degree colleges.

The advertisement did not mention any reservation implying that the posts were offered in the general/open merit category,

the court said.

"We have no hesitation in holding that there is no cadre of principals serving in different aided and affiliated institutions and that the principal's post is a solitary post in an institution. Reservation of such a post is clearly impermissible," said Justice Thakur.

This was because the UP Public Service (Reservation for SCs, STs and OBCs) Act, 1994, provided for reservation based on the 'cadre strength' in aided institutions. Moreover, "such strength being limited to only one post in the cadre is legally not amenable to reservations in the light of the pronouncements of this court," he said. It also noticed that posts of principals in secondary schools, much larger in number than degree and post-graduate colleges, were not amenable to reservation and have been specifically excluded.

**Times of India ND 10/03/2011**

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# Learning Curve

*Free up higher education for its own good .*

**N**uclear deal to retail reform, the BJP and the Left have been on the same obstructionist page on several key issues. So it's no surprise they have also matched decibels bashing the idea of letting foreign educational institutions establish campuses in India, as proposed in the Foreign Educational Institutions (Regulation of Entry and Operation) Bill 2010 that's now being discussed. Expectedly, objections have also come from the SP, BSP and RJD, parties that rarely shy away from competitive populism. Disappointingly, JNU's newly appointed vice-chancellor has reportedly joined this chorus. The anti-Bill lobby argues that education will suffer if deep-pocketed overseas players come in. It's contended the latter will upset prevailing systems of curricula and fees, while stealing away the best teachers from domestic institutes by offering better pay and facilities.

The fact, however, is that quality higher education suffers a demand-supply mismatch. Opening up will bring it within reach of greater numbers of Indians, at home and more affordably. With scholars accessing greater choice and better infrastructure and research facilities, brain drain can be reduced as also billions of dollars in funds outflow. Indian institutions will have to improve standards and services and so are likely to demand and wrest greater autonomy. We'll also improve our poor student-teacher ratio. Courted on the job market, academia will get more professionalised. That means teaching will draw more talent and recruits. Finally, instead of belabouring higher education's supposed 'elitist' bias, why not give more scholarships and loans to needy students? Recall the loud opposition in the past to exposing India's economy to foreign competition. Yet India Inc didn't do as well when politically coddled as after it took on the challenge. With increased efficiency, productivity and competitiveness, our industry today compares with the world's best. Liberalise it, and higher education will soar as well.

Times of India ND 10/03/2011

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# Recycled risk: Cancer tied to breakfast cereal boxes?

## Toxic Printing Ink On Cardboard Can Seep Into Food Items

**London:** A new study in Europe has warned of a possible link between recycled breakfast cereal packets and cancer.

Researchers in Switzerland claim to have found that mineral oils in printing ink from recycled newspapers used in cardboard can get into foods such as breakfast cereals, even passing through protective inner plastic bags. Even brands of pasta and rice which are packaged in recycled cardboard could also pose a risk.

Koni Grob from the Food Safety Laboratory in Zurich said toxicologists had linked the oils to inflammation of internal organs and even cancer, though he stressed that individual meals would contain a tiny dose of the chemicals. Studies on rats have highlighted the dangers to health of mineral oils, said Grob, adding, "Toxicologists talk about two effects. One is the chronic inflammation of various internal or-



**UNHEALTHY START:** Mineral oils in printing ink cause inflammation of internal organs and that may lead to cancer, say experts

gans and the other one is cancer."

The revelations have immediately prompted leading cereal

manufacturers like Jordans to announce it had already stopped using recycled cardboard. PTI

# Times of India ND 10/03/2011

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## Earth headed for chaos as 'supermoon' closes in

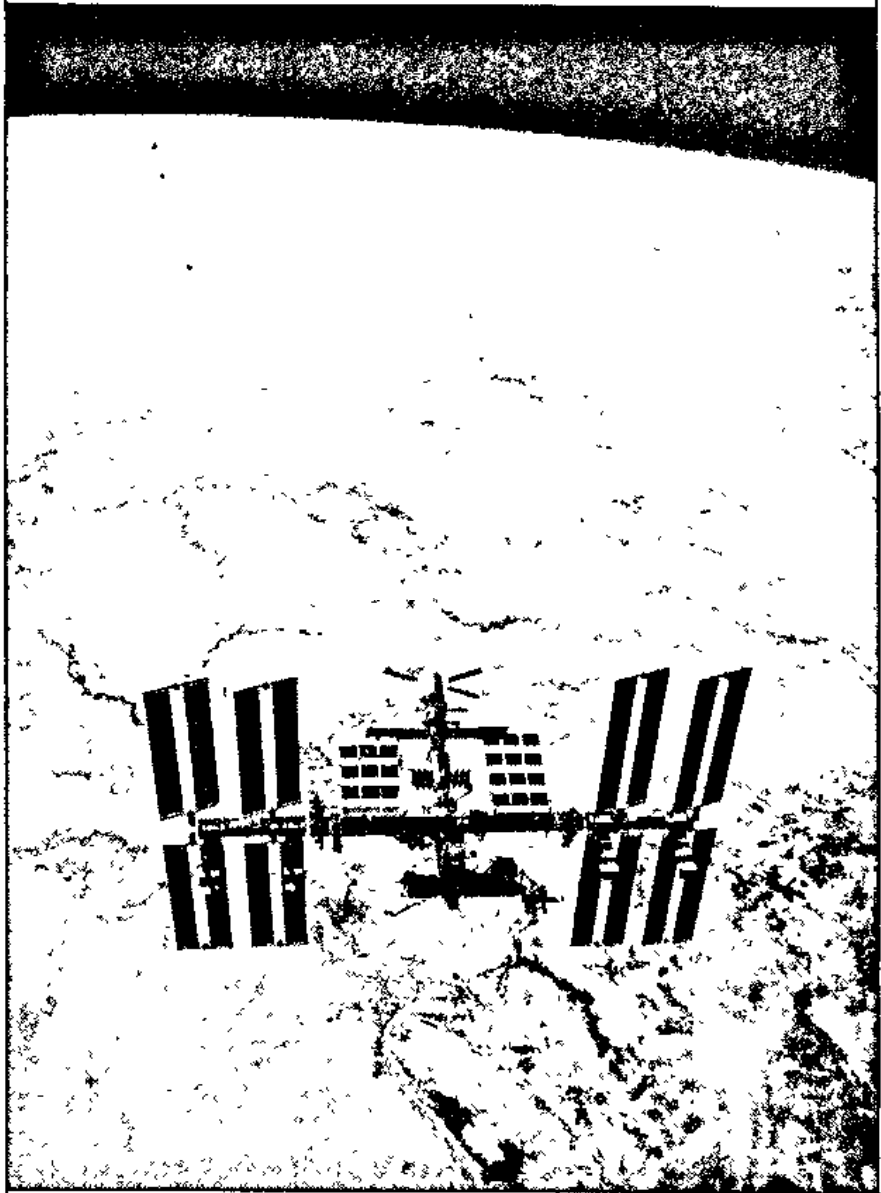
**London:** The world could be in for a bumpy ride next week when the moon will make its closest approach to Earth in almost 20 years, say experts.

According to them, the astronomical event — “extreme supermoon” — may trigger earthquakes, volcanic eruptions and other disasters. An “extreme supermoon” occurs when the Earth’s natural satellite reaches its absolute closest point. On March 19, the moon will be only 221,556 miles away — the first extreme supermoon in nearly 20 years.

Previous supermoons — or “lunar perigees” — happened in 1955, 1974, 1992 and 2005. Each year had extreme weather events.

However, TV weatherman John Kettley was quoted by the media as saying, “A moon can’t cause a geological event like an earthquake, but it will cause a difference to the tide. If that combines with certain weather conditions, then that could cause a few problems for coastal areas.” P11

## THE LAST FLIGHT



**DISCOVERY BECOMES HISTORY:** The International Space Station, backdropped against clouds over Earth, is seen from Discovery. The space shuttle ended its nearly 27-year flying career after it touched down at the Kennedy Space Centre in Florida for the final time on Wednesday, ending a 13-day-long successful mission that enabled it to deliver the final US components of the ISS

**Times of India ND**  
**10/03/2011 P-19**

## **Now, watch films as you socialize with friends online**

**Boston:** Film studio Warner Brothers said it will begin offering movies for rental or purchase on the social networking site Facebook.

The first movie to be made available on Facebook is the Heath Ledger starrer 'The Dark Knight.' Warner Brothers said it is initially testing offering movies on the social network and will add more movie titles for rental or purchase in the coming months.

Facebook receives a 30% cut of all revenue from credits, its virtual currency. To view the movie, people would have to click 'like' on the Facebook page of 'The Dark Night' and then click a 'rent' icon. They would have to pay 30 Facebook credits, or \$3 to watch the movie and will have access to the movies for 48 hours. While viewing the movies, Facebook users would also be able to post comments, update status and interact with their friends. PTI

Times of India ND 10/03/2011

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# Humans originated in south, not east, Africa

**London:** Modern humans may have originated from southern Africa, say researchers, challenging the age-old view that people came from the eastern part of the continent.

An extensive genetic study has showed that hunter-gatherer populations in the region had greatest degree of genetic diversity, which is an indicator of longevity. According to the study's co-author Brenna Henn of Stanford University, the study reached two main conclusions.

"One is that there is an enormous amount of diversity in African hunter-gatherer populations, even more diversity than there is in agriculturalist populations.

"These hunter/gatherer groups are highly structured and are fairly isolated from one another and probably re-

## Use of stone tools helped human hand evolve unique features

**A**nthropologists claim to have found evidence that the evolution of unique features in the human hand was actually influenced by the increased use of stone tools by our ancestors. Earlier researches has confirmed the existence of a suite of features in the bones and musculature of human hand and wrist associated with specific gripping and manipulatory capabilities that are different from those of other apes. These features have fuelled suggestions that, at some point since humans split from the last common ancestor of living apes, the human hand evolved away from features adapted for locomotion toward alternative functions. PTI

tain a great deal of different genetic variations — we found this very exciting," the BBC quoted her as saying.

"The other main conclusion was that we looked at patterns of genetic diversity among 27 (present-day) African populations, and we saw a decline of diversity that really starts in southern Africa and

progresses as you move to northern Africa," Henn added.

She explained that the study's modelling was consistent with the serial founder effect. This refers to a loss of genetic variation when a new population is established by a very small number of individuals from the original, larger population. PTI

Financial Express ND  
10-Mar-11 p-1

## Makeover for engg PG curriculum by June

**Kirtika Suneja**

**New Delhi, Mar 9:** A fresh curriculum awaits engineering students joining their post-graduate academic programmes this June. The revision — which comes after a gap of 10 years — will be in line with the international best practices and will have increased focus on research.

The curriculum will incorporate courses in research methodologies and experimental methods, along with design and analysis. Experimental methods will include students validating their theories and postulates.

The move is seen as an attempt to improve the quality of engineering education at the post-graduation level in the country by changing the approach towards teaching the subject at the post-graduate level.

The All India Council for Technical Education (AICTE) is constituting a task force to work out the revised courses and research material and improve the experimental methods of teaching. It will be headed by Sandeep Sancheti, director of the National Institute of Technology based at Tiruchirappalli in Tamil Nadu.

■ Continued on Page 2

## Makeover...

Every year, about 13 lakh students in India join the undergraduate programme in engineering, known as bachelor of technology (BTech). Out of them, 1 lakh pursue their masters in technology (MTech), of which eventually only 30,000 go on to complete the course. "There

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**EVERY YEAR,  
ABOUT 13 LAKH  
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KNOWN AS BTECH**

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are 5,000 engineering PhDs and PG education is the basis for PhD. We are looking at newer topics which should be taught and international practices to be included in the curriculum and methodologies. All this should happen by June," said SS Mantha, acting chairman, AICTE. In fact, AICTE's All India Board of Post-Graduate Education and Research in Engineering and Technology met last week to discuss the issue and emphasised on including the aspect of hands-on experience in the curriculum.

Financial Express ND p-5  
10-Mar-11

# Azim Premji univ courses to start from July

■ To provide PG degrees in education, development and teacher education

**Goutam Das**

**Bangalore, Mar 9:** The Azim Premji University, which can potentially create education experts and people who can design education policy for systemic reforms in the sector, will kick off from July 2011. The university will commence three post-graduate programmes in education, development and teacher education. It has announced the admission process, promising "outstanding education" that is "purposeful, relevant, contemporary and deep".

The university, approved by the Karnataka government under a special legislative Act, is promising excellent placements. Passouts are likely to be employed in the social, government and the private sectors. The Azim Premji Foundation itself will hire 5,000 people over the next five years.

The university has been putting together a multi-disciplinary faculty team from humanities, social sciences, natural and physical sciences, mathematics and engineering — it has 28 members already and offers have been ac-

cepted by another 20. The university would start with about 200 seats and the post graduate programmes would run for a period of two years. Candidates will be selected for final admission based on performance in written tests and

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**STUDENTS OF THE VARSITY, APPROVED BY THE KARNATAKA GOVERNMENT, WILL BE EMPLOYED IN SOCIAL, GOVT AND PRIVATE SECTORS**

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interviews. Tests are expected to be conducted across 38 centres on April 17.

The university said it would ensure "broad and deep" student support. This implies financial support to make sure that no student offered admission is deprived of education at the university because of financial issues.

"We are making an explicit commitment that we will arrange for a scholarship or a loan to those who need it," Azim Premji Foundation's co-chief executive Anurag Behar told *FE*.



Financial Express ND  
10-Mar-11 p-20

## Isro orders shifting of Haryana from Edusat

fe Bureau  
Chandigarh, Mar 9

**T**HE Indian Space Research Organisation (Isro) has ordered the shift of the entire Haryana traffic from Edusat to INSAT-4CR.

A Haryana education department spokesman on Wednesday said the work of reconfiguration and reorientation is in progress at Isro.

All Edusat terminals would be shifted to INSAT CR-4 by June 2011, which would help children get quality education through telecast.

Due to technical or operational problems, the Edusat network had stopped working from March 1, 2010. Till date, 225 Satellite Interactive Terminals (SITs) and 3051 Receive Only Terminals (ROTs) have been reconfigured and about 1,124 sites have been made operational.

The programme has helped the class 12 students understand the objective type questions used in the first semester examination. Out of a total investment of ₹104.59 crore, the project investment includes ₹89.96 crore by Isro and ₹14.63 crore by Utkarsh Society.

From August 2006 till March 2010 a total of 25.35 lakh students have benefited from this programme. These students are of secondary education, high, middle and primary education. As many as 12,412 lectures were delivered.

Edusat was launched to meet the challenge of a shortage of good, qualified teachers and the need for providing standard quality education to the largest number of students, by the Haryana government in collaboration with the Union HRD ministry and ISRO. The programme aims to provide up-gradation in the general quality of education cutting across the economic and social boundaries. It aims to provide not only curriculum based teaching to the schools, colleges and technical institutions of Haryana but to also provide effective teachers training and access to quality resource persons. It is one of the biggest Edusat projects undertaken by a state government. The satellite hub has been located at Panchkula and Satellite Interactive Terminals as well as DTH ROTs have been installed in various educational institutions.

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## MARKET PUSH

# Novo Nordisk plans largest diabetes study, new clinical trials in India

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MUMBAI

**N**ovo Nordisk AS, the world's largest insulin maker, is introducing new drugs simultaneously with developed markets and conducting clinical trials for new medicines in India as part of a strategy to sustain its leadership position in the country that has the second highest number of diabetics.

The Danish company has also started the country's largest patient screening and disease management project to identify affected populations and help them expand the market further, and fight growing competition from rivals.

Diabetes prevalence in India is only second to China, with 50.8 million people diagnosed with the disease, according to a 2010 estimate by the International Diabetes Federation (IDF).

IDF estimates that this prevalence rate is on the rise steeply, and the country will have at least 75 million patients by 2025.

"The market potential is so big here, but the people under

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**Danish insulin maker to also introduce new medicines in the country at the same time as developed markets**

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treatment are just a fraction of that," said a marketing executive of **Novo Nordisk India Pvt. Ltd.** So the market needs to be expanded multifold, and there is scope for a number of competitors to enter, he said.

"A massive disease awareness initiative and keeping your technologies ready to serve the market are the factors that will decide the real success in such a market," said the executive, who requested anonymity because the person is not authorized to speak with the media.

Raman Shetty, medical director of Novo Nordisk India, confirmed that the company has several research projects and clinical trials running in the country as this region is

definitely a priority market for the global company.

Last week, Novo had started a project which aims to change the pattern of diabetes treatment management in India by involving healthcare professionals, training, awareness campaign, patient education and training of other medical personnel involved in the management of diabetes.

As part of Improve Control Programme, Novo Nordisk will start a national drive to bring awareness among patients and physicians.

In June, Novo introduced its diabetes drug Victoza to treat type 2 diabetes, the first time it introduced a drug other than insulin to treat the disease in the country.

Novo currently has about 61% market share in the country's ₹750-crore worth insulin market. Other key firms in the market include **Eli Lilly and Co. (India) Pvt. Ltd.**, Sanofi-Aventis (India), and local firms **Wockhardt Ltd** and **Biocon Ltd.**

Novo's market push may have been triggered by similar efforts by competitors in this market recently.

Sanofi-Aventis had last year said that diabetes is one of the

two large therapeutic segments where Sanofi is aggressively pushing its business in the Indian market.

It had launched specialized marketing initiatives to expand the sales after introducing a dozen new products in diabetes segment.

"We have adopted a more patient-centric approach in the diabetes business by setting up a 60-member team for the new initiative," said Sush-eel Umesh, senior director, commercial operations, in an earlier interview. "The objective is to create disease awareness directly involving patient and doctors."

Sanofi's insulin brand Lantus grew 60% in sales in 2010 and according to the company, this brand is the fastest growing insulin in the domestic market clocking an average growth rate of 30% a year.

Apart from the commercial side, these market expansion and awareness programmes of these companies would go a long way in controlling this serious health issue in the country, said a health specialist.

"A systematic approach to improve awareness about diabetes and its control both (to) patients and medical fraternity is urgent and a topical need of the hour in India today," said Shashank R. Joshi, an endocrinologist in Mumbai.

Only five million diabetes patients receive proper treatment in the country, according to drug industry data.