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Hindustan ND 17/03/2015 p-6

आईआईटी में विदेशी शिक्षकों की नियुक्ति होगी आसान

नई दिल्ली | विशेष संवाददाता

फैसला

केंद्र सरकार ने आईआईटी में विदेशी शिक्षकों की नियुक्ति की राह को और आसान कर दिया है। अभी तक सिर्फ प्रोफेसरों की नियुक्ति की ही अनुमति आईआईटी को दी गई थी लेकिन अब एसोसिएट एवं एडिशनल प्रोफेसरों की नियुक्ति की राह भी खोल दी है। सरकार ने इसके लिए नियमों में संशोधन कर दिया है।

मानव संसाधन विकास मंत्री स्मृति ईरानी ने राज्यसभा में एक लिखित प्रश्न के उत्तर में बताया कि आईआईटी में विदेशी प्रोफेसरों की नियुक्ति को लेकर नियमों में ढील दी गई है। पहले यह प्रावधान किया गया था कि 25 हजार डॉलर से ज्यादा के वेतन पर ही विदेशी शिक्षकों की नियुक्ति की जा सकेगी। यह राशि करीब 15 लाख रुपये सालाना बनती है और इस रैंक में प्रोफेसर स्तर के ही शिक्षक आते थे। इसके आधार पर कुछ नियुक्तियां हुईं भी। लेकिन आईआईटी में शिक्षकों की कमी दूर नहीं हो पाई। न ही ज्यादा विदेशी शिक्षक नियुक्त हो पाए। नतीजा यह है आज भी

- अब एसोसिएट प्रोफेसर, अस्टिंट प्रोफेसर भी नियुक्त हो सकेंगे
- अभी विदेशियों को सिर्फ प्रोफेसर नियुक्त करने की अनुमति थी

आईआईटी में करीब 35 फीसदी शिक्षकों के पद रिक्त हैं। नए नियमों के तहत 25 हजार डॉलर की राशि को कम करके 14 हजार डॉलर सालाना कर दिया है।

यह राशि करीब साढ़े आठ लाख रुपये सालाना बनती है। इस राशि में प्रोफेसर से निचले स्तर के शिक्षक जिनमें एसोसिएट प्रोफेसर, एडिशनल प्रोफेसर, लेक्चरर, सहायक प्रोफेसर आदि भी नियुक्त किए जा सकेंगे। एक तरफ से नए नियमों के तहत विदेशी शिक्षकों के लिए पूरी तरह से दरवाजे खोल दिए गए हैं।

मंत्रालय के एक वरिष्ठ अधिकारी के अनुसार पुराने नियमों में भारतीय शिक्षकों को संरक्षण प्रदान किया गया था ताकि छोटे पदों पर विदेशी शिक्षकों की नियुक्ति नहीं हो बल्कि देश के नौजवानों को ही मौका मिले। लेकिन शिक्षकों की कमी के चलते अंततः इस नियम को बदलना पड़ा है।

National Duniya ND

17/03/2015 p-11

आईआईटी और एनआईटी में हजारों पद रिक्त

नई दिल्ली (एजेसी)। देश में भारतीय प्रौद्योगिकी संस्थानों (आईआईटी) में शिक्षकों के 2500 से अधिक और एनआईटी संस्थानों में शिक्षकों के 1800 पद खाली पड़े हैं। मानव संसाधन विकास मंत्री स्मृति जूबिन इरानी ने सोमवार को राज्यसभा में एक लिखित जवाब में यह जानकारी दी। उन्होंने बताया कि देश की 16 आईआईटी में शिक्षकों के कुल 2636 पद खाली हैं जिनमें से सबसे अधिक 490 पद आईआईटी खडगपुर में रिक्त हैं। आईआईटी रुड़की में 360, आईआईटी दिल्ली में 341, आईआईटी बीएचयू में 324, आईआईटी बाम्बे में 284, आईआईटी कानपुर में 246 और आईआईटी मद्रास में शिक्षकों के 234 पद खाली हैं। उन्होंने बताया कि देश में 30 एनआईटी में शिक्षकों के 1800 पद रिक्त हैं जिनमें से सबसे अधिक 159 नागपुर में हैं। स्मृति इरानी ने कहा कि पदों का रिक्त होना और उन्हें भरा जाना सतत प्रक्रिया है।

Hindustan ND 17/03/2015 P-9

आईआईटी रुड़की की मेस पर तीन लाख जुर्माना

रुड़की। एडीएम कोर्ट ने दो साल पहले आईआईटी रुड़की की मेस में फूड प्वाइजनिंग के मामले में तीनों कमेटीयों के चेयरमैन को दोषी पाया है। उन्होंने इन तीनों पर एक-एक लाख रुपये का जुर्माना लगाया है।

आईआईटी रुड़की के राजेंद्र भवन के मेस में सितंबर 2013 में फूड प्वाइजनिंग से 300 छात्र बीमार हुए थे।

इसके बाद खाद्य सुरक्षा अधिकारी दिलीप जैन को मेस के निरीक्षण में तमाम खामियां मिली थीं। उन्होंने मेस के संचालन के लिए जिम्मेदार तीनों चेयरमैन को विरुद्ध एडीएम कोर्ट में केस दायर किया था। एडीएम कोर्ट ने तीनों के खिलाफ नोटिस जारी किया लेकिन कोई संतोषजनक जवाब नहीं मिला। सोमवार को एडीएम कोर्ट ने अनियमितताओं और लैब की रिपोर्ट के आधार पर को-ऑर्डिनेटिंग कमेटी ऑफ भवन, सेंट्रल पर्चेज कमेटी और मेस वकिंग कमेटी के चेयरमैन पर एक-एक लाख रुपये का जुर्माना लगा दिया। (हिटी)

Business Line ND 17/03/2015 P-19

EU tops CEPT summer choice

800 likely to enrol for 6-week programme

RUTAM VORA

Ahmedabad, March 16

The premiere architecture and planning institute, CEPT University, has students increasingly flocking to European countries for its overseas Summer School programme in 2015.

Last year, a few courses were conducted in Nepal, China, Hong Kong, Italy and Sri Lanka.

For the University's second batch of Summer School 2015, a large part of the students have chosen European nations including Portugal, Denmark, Netherlands, Spain besides regular destinations like Nepal, Italy, Singapore, Hong Kong, among other Asian and African nations.

Under the programme, students try to explore new ideas and methods to get a hands-on experience and understand critical sites and real life challenges. About 800 students from architecture and technology institutes are likely to enroll for



KAMIRA/SHUTTERSTOCK.COM

CEPT's Summer School Programme.

The programme is designed to provide a dynamic and multicultural learning environment. The first batch started last year with about 450 students participating in the six-week programme beginning mid-May.

"Our vision is to make education choice-based. And travel-based courses under the Summer-Winter School Programmes provide much-needed hands-on experience to the students of different faculties," said A Srivath-

san, academic director at CEPT University. In 2013, CEPT introduced the Summer and Winter Schools (SWS): it conducted its first Winter School programme in 2013 with 750 participants, and second in 2014 with 950 participants.

"These programmes differ from the regular semesters in terms of structure, approach and content. It attracts smart students who are clear about their career goals and with this programme can get closer to that goal," adds Srivathsan.

Times Of India ND 17/03/2015 p-16

Start In India

Start-ups have transformative potential and need to be spared stifling regulations

What is common to Arun Jaitley, Ratan Tata and China's smart-phone maker Xiaomi? They are all upbeat about the future of India's start-ups and are ready to back their conviction with investments. Riding the tailwind of a digital revolution, Indian entrepreneurship has received a boost and is in the process of upending traditional industrial structures. Across activities spanning retail, mobile commerce to online tuitions intrepid young entrepreneurs, backed by an international cast of investors, have transformed India's start-up space into one of the world's most exciting destinations. When young people don't just look for jobs but look to create jobs, it's a cause for celebration.



India's technology industry body, Nasscom, ranks the country as the world's third largest start-up hub. An online world unfettered by stifling regulations has helped creativity blossom and served consumers in the process. The start-up enthusiasm is not limited to just investors with big bucks. Surveys show a growing number of young people coming out of India's

top-tier educational institutions such as IITs – as well as of mid-career professionals – willing to work in start-ups. This trend has the potential to transform India's economic and social landscape the way information technology companies and BPOs did earlier.

Finance minister Jaitley acknowledged the importance of start-ups in his last budget speech by allocating some money for them. He could do one better by giving the young upstarts the same tax treatment as older, established companies. In addition, different arms of governments ought to acknowledge that their laws are designed to tackle traditional business models. They ought to tread lightly till such time laws adapt to deal with a digital world. Heavy-handed regulation has repeatedly stifled economic opportunity in the past. We are better off if global investors want to back those who start in India.

COOL QUOTIENT FMCG is second on the list, followed by foreign banks and financial institutions in the Nielsen Campus Track survey

E-comm Edges Out FMCG as the Hottest Career Destination for B-School Students

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Mumbai: The latest vindication of the soaring popularity of e-commerce as a career destination has come from the Nielsen Campus Track Business School 2015 survey, where students across 35 top business schools have, for the first time ever, voted it as the most preferred sector for employment.

According to the Nielsen Campus Track Business School survey 2015, shared exclusively with ET, the e-commerce sector (28%) came out on top, followed by FMCG (24%), foreign banks (21%), financial institutions/credit rating agencies (19%), management consultancies (19%), large business conglomerates (18%). In terms of preferred sectors, e-commerce has steadily been gaining ground, from third spot in the 2012 survey and second place last year.

The survey further drives home how brisk startup activity, big-ticket fund-raising, multiple success stories and a cool quotient among students is fuelling huge curiosity and interest in joining the sector. An earlier ET story with data from 11 top B-schools had revealed that about one in every nine students from the 2013-15 batch would be joining an e-commerce firm or startup after graduation as compared to just one in 19 students in the 2012-14 batch.

Though HUL still remains the most preferred company overall in the list for the graduating batch of 2015, e-commerce has displaced FMCG, the most preferred sector for the past five years. The banking sector has also staged a big comeback.

According to Nielsen, top companies in the e-commerce sector have steadily been moving up in the campus recruiter index (CRI), which is the weighted summation of companies' goodwill across attributes. Even though none of them have made it to the top 10 list yet, Flipkart is at 26, Amazon at 34 and Snapdeal at 49 this time. In the last survey, Flipkart was at 40, Amazon at 46 and Snapdeal didn't figure in

The Buzz on Campus

TOP 10 COS IN TERMS OF CAMPUS RECRUITER INDEX

HUL
ICICI Bank
HDFC Bank
Microsoft
HSBC
Coca Cola
Citigroup
Google
McKinsey & Co
L&T

TOP 5 PREFERRED SECTORS



DREAM EMPLOYERS

HUL	ICICI Bank	Google	Axis Bank
HDFC Bank	HSBC	P&G	ITC

the rankings at all.

"Established e-commerce companies have moved up significantly in the recruiters' list in the past couple of years—and it's a wait and watch to see them enter the top 10 lists. This may be attributed to the fact that many are startups, or with increasing funding are expanding their business over time," says Ajay Macaden, executive director, Nielsen India.

According to the CRI rankings for the year, FMCG companies in the top 10 are HUL (at first place) and Coca Cola (at sixth place). Banks have strengthened their position with ICICI Bank (second), HDFC Bank (third) and HSBC (fifth).

Asked about their dream employer, respondents across B-schools polled HUL (17%), ICICI Bank (13%) and Google (11%) as the top three.

The survey is currently in its 15th year and measures and monitors attitudes and perceptions of students in relation to career preferences and potential recruiters.

HUL has maintained its status as the most preferred employer for four years in a row and as a dream company across sectors for the sixth year running. "At HUL, the ability to identify, hire, groom and retain the best talent has been honed and developed over several decades and remains one of the

most important agenda of my leadership team," Sanjiv Mehta, CEO and MD, HUL told ET in an email interview.

According to Mehta, HUL consistently drives the agenda of being the 'employer of choice' in campuses as well as with experienced professionals in the external market. "Having ensured we have recruited the best talent we then lay the right foundation through our 15-18 months' cross-functional training under the Unilever Future Leaders Programme. Many of them also get international stints. What makes this programme unique is the strong support system of senior leaders who act as coaches, tutors and mentors to support and shape the trainees," says Mehta.

HUL still remains the most preferred company overall in the list for the graduating batch of 2015

The company also ensures that talent gets big roles and responsibilities early on in their career. Many talented young people are also motivated to join because of the company's philosophy of 'doing well by doing good', adds Mehta.

As far as viewing e-commerce as a potential threat in the coming years is concerned, Mehta says the HUL brand has stood the test of time and is kept contemporary and reinvigorated. "We have strengthened our position as the employer of choice over the past few decades, irrespective of market dynamics and new emerging sectors. This has been possible due to our close connect with campus students over the years and offering them value and experiences which are aligned to their expectations," said Mehta. "We have also found more new-age ways of engaging with the wider campus audience through digital platforms," he adds.

The survey also reveals that there is an increase in salary expectations—students now expect ₹17.8 lakh from their most preferred employer as compared to ₹17 lakh last year.

Times Of India ND 17/03/2015 p-10

Cholesterol drugs can cut stroke risk

Reduce Heart Problems By About Half: Researchers

Andrew Pollack

A new class of experimental cholesterol drugs might sharply reduce the risk of heart attacks and strokes, researchers reported on Sunday, citing what they described as preliminary evidence. The drugs, one being developed by Amgen and the other by Sanofi and Regeneron Pharmaceuticals, are already known to sharply reduce so-called bad cholesterol, sometimes to levels lower than those achieved by statins like Lipitor, the mainstay lipid-lowering medicines.

What has not been known, however, is whether the drugs do what patients and doctors really care about: protect against heart attacks, strokes and other cardiovascular problems or "events".

The early results suggest that there might be such a benefit, maybe even a big one. In small studies sponsored by the manufacturers, both drugs reduced rate of such cardiovascular problems by about half. "To see a reduction in cardiovascular events already is very encouraging that we're on the right track," Dr Jennifer G Robinson, the lead investigator in the trial of the Sanofi drug, said in an interview.

The studies were published in *The New England Journal of Medicine* and were being presented at the annual meeting of the American College of Cardiology taking place through Monday in San Diego. Researchers cautioned, however, that the studies were small and intended to assess whether the drugs lowered the bad cholesterol and were safe, not whether they staved off heart attacks.

Judging those effects will require larger trials involv-

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NEW HOPE

ing tens of thousands of people; such studies are underway and are expected to be completed by 2017.

"I do not think that either study answers the question definitively of cardiovascular benefit," said Dr Steven E Nissen, chairman of cardiovascular medicine at the Cleveland Clinic, referring to the drug makers' research.

The drugs, evolocumab from Amgen and alirocumab from Sanofi and Regeneron, inhibit a protein in the body called PCSK9 that helps regulate cholesterol. In the studies detailed on Sunday, both drugs reduced the bad cholesterol by about 60%. Both drugs could win approval from the Food and Drug Administration by this summer. Analysts say the drugs will have billions of dollars in annual sales and will be taken by millions of people who cannot lower their cholesterol enough using statins alone or cannot tolerate statins.

But merely looking at cholesterol levels can be misleading. The drug niacin did not protect against heart attacks and strokes even though it raised so-called good cholesterol and modestly lowered bad cholesterol. Executives at CVS Health, a leading pharmacy benefits manager, recently said that PCSK9 inhibitors might cost \$7,000 to \$12,000 a year and would strain health care budgets because so many people might use them. NYT NEWS SERVICE

Economic Times ND 17/03/2015 P-1

Govt Family to Add a Patraakaar Parivaar

Plans afoot to set up varsity on lines of Communication University of China for churning out quality media pros

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New Delhi: Having swept to power partly on the strength of a clever communications strategy, the Narendra Modi government wants to make sure that those aspiring to get into journalism or other media-related jobs get the right kind of education by establishing a dedicated university.

The idea has been borrowed from China, according to officials at the information and broadcasting ministry, and will produce world-class journalists and skilled media professionals, they said. Most of the graduates of the Communication University of China,



SALAM

the I&B ministry's model, work for China Central Television, which is regarded as an arm of the state.

Arun Jaitley, who holds the I&B portfolio along with that of finance, is said

to be monitoring the project's evolution closely.

A senior ministry official elaborated on the vision behind the project and why the plethora of institutes in India

fall short when it comes to producing the right sort of media professionals.

"There are many institutes that offer journalism and media courses here but it has been noted that there is a lack of clarity, depth and vision," the person said. "It is the PM's idea to have a university that churns out quality journalists and media professionals. Minister Jaitley himself is looking at the developments in the project."

Some experts are sceptical about the plan. "How open-minded and professionally diverse will this institute be is the question," said political commentator and academic Shiv Visvanathan.

Sunit Tandon Leads Brainstorming ▶▶ 17

Sunit Tandon Involved in Brainstorming

▶▶ From Page 1

"Will the board be allowed to handle controversies on its own? Will the emphasis of curriculum be on technology alone or will there be an inter-disciplinary approach to communication with a focus on fine arts and creative writing? These are what will determine the standing of the university," said Visvanathan.

I&B secretary Bimal Julka said the primary motive is to address the growing communication needs of the country by training skilled professionals. "The architecture and approach of the university will be decided in the next few days. We would want it to be a consultative approach," he told ET.

Veteran journalist and educator Sashi Kumar, who's also founder of the Media Development Foundation that runs the Asian College of Journalism in Chennai, said he wasn't sur-

prised by the proposal. "Considering how communication savvy the PM is, it is not strange that he has come up with an idea like this," Kumar said. "But what will actually make it an institute of excellence is what constitutes it - the curriculum, approach, teaching." Sunit Tandon, director general of the government-backed Indian Institute of Mass Communication, has been closely involved in the brainstorming.

"A communication university is an ambitious idea but an idea that the country needs," Tandon said. "We are also looking at being inclusive, by putting in a multilingual and interdisciplinary approach to journalism and media studies."

The government feels the Chinese model is superior to schools in the West. "Media institutes in the West are basically schools of journalism. We wanted an overarching university

and the Beijing model appealed the most to us," an I&B official said.

The Communication University of China was established in 1954 and is one of 118 educational institutes that come directly under the government.

Jaitley is to hold a series of meetings with 80 experts from media, academics and the government to hammer out a plan for the university, being described as a dream project of the I&B ministry by its officials.

Ministry sources said Jaitley was to have held this first meeting with experts on March 4 but that it had to be rescheduled to next week. A few days ago, Julka, who is also IIMC chairman, ran some ideas on the proposed university past senior government officials and academics, including IIT professors, according to sources. All the experts approved of the ideas, officials said. The human resource development ministry led by Smriti Irani

has also been closely involved in drawing up plans for the new university. Its location and structure will be decided in the next few days, officials said.

The communication university will be on par with the IITs and IIMs and it will be set up through an Act of Parliament, officials said. The initial outlay for the project is estimated at more than ₹200 crore and will be completed in phases over the next two years, officials said. Apart from the IIMC in Delhi and five regional centres, the central government also promotes the Film and Television Institute of India in Pune and the Satyajit Ray Film and TV Institute in Kolkata.

The previous UPA government had wanted to promote them to institutes of national importance by increasing their ambit of operations but the Modi government has trumped that idea by proposing an overarching communication university.

Business Line ND 17/03/2015 P-20

APP-LOAD

Taj Mahal: Asia's top virtual hangout

Ranked as most popular destination in Google Maps' Street View feature

PRESS TRUST OF INDIA

Bhopal, March 16

Agra's tourist attraction Taj Mahal has emerged as the most popular in Asia for global 'virtual travellers,' according to Google. "Taj Mahal has emerged as one of the most popular Asian places for global virtual travellers.

The fascination with this grand, symmetrical white marble mausoleum also holds within Asia, with the Taj Mahal ranking as one of the most globally viewed destinations by people in Singapore, Australia, Korea, Philippines, Malaysia and of course, India," a Google

statement said. "Last year, global virtual tourists had favoured Japan for its trails weaving up Mount Fuji, its colourful canal at Dotonbori and its secluded ruins at Hashima Island, as the most popular Google Street View destinations in Asia," it said.

Google Street View is a technology featured in Google Maps and Google Earth that provides panoramic views from positions along many streets in the world. Though Japan still attracts many of virtual tourists, cultural monuments and temples across the region are also taking centre stage, it said.

Other top Google Street View destinations in India include Red Fort, Qutub Minar, Agra Fort, Lava-sa, Lovely Professional University, Humayun's Tomb, Shaniwar Wada, Jantar Mantar and IIT Bombay, the Google statement said.

IISc begins research on civil security of metro tunnels

<http://timesofindia.indiatimes.com/city/bengaluru/IISc-begins-research-on-civil-security-of-metro-tunnels/articleshow/46585278.cms>

BENGALURU: The Indian Institute of Science (IISc) is beginning to work on a futuristic study to understand the civil security of underground infrastructures particularly, underground tunnels of metro systems. The study is a part of Indo-German partnership under Civil Security Programme. IISc along with Sastra University in Thanjavur will research on the underground tunnel section of BMRCL between Vidhana Soudha and Central College to find how safe the tunnels are, from natural or man made disasters.

T G Sitharam, professor of civil engineering department in IISc and chairman of Centre for infrastructure, Sustainable Transport and Urban Planning said, "The objective is to see the effect of blast inside tunnels taking into consideration the security threats for infrastructure and people around the globe. We will do numeric simulations to hypothecate the effects of small and large blasts with explosives in the tunnels. But our students have gone inside the tunnels to get the real feel. We will have to collaborate more with BMRCL for mutual help."

The study will also look at situations like flood, fire or gas leaks and its effects inside the tunnels, evacuation possibilities in such disasters etc. However, the funds from the India counterparts in the project have not come and thus the reaesrch work is yet to begin, he added.

IIT रुड़की के छात्रो ने तैयार किया 'स्मार्ट होम आॅटोनोमस सिस्टम'

<http://rashtriyakhabar.com/news/hindi/20150317/iit-%E0%A4%B0%E0%A5%82%E0%A4%A1%E0%A4%BC%E0%A4%95%E0%A5%80-%E0%A4%95%E0%A5%87-%E0%A4%9B%E0%A4%BE%E0%A4%A4%E0%A5%8D%E0%A4%B0%E0%A5%8B-%E0%A4%A8%E0%A5%87-%E0%A4%A4%E0%A5%88%E0%A4%AF%E0%A4%BE%E0%A4%B0.html>

रूड़की: रूड़की आईआईटी के इलेक्ट्रॉनिक्स विभाग के छः छात्रों के समूह ने स्मार्ट होम आॅटोनोमस सिस्टम तैयार किया है। जिसके तहत बिजली की बर्बादी की जहां चिंता दूर होगी वहां घर के किसी कमरे का स्विच बंद करना भूल जाने से होने वाले भय से भी बचा जा सकता है।

आईआईटी के इलेक्ट्रॉनिक्स विभाग के हेमंत, शुभम, अर्पित, विकास और अनूप आदि छः छात्रों के समूह ने स्मार्ट होम आटोनोमस सिस्टम तैयार किया है। जिसका हाॅबिजक्लब के सेक्शन में सफल परीक्षण किया गया। स्मार्ट सिस्टम को बनाने में शामिल हेमन्त और अर्पित के अनुसार इसके लिए एक डिवाइस बनाई है जिसे सेंटरल हब का नाम दिया है, साथ ही एक वेबसाइट बनाई है। इन दोनों को लोकल सर्वर के जरिये जोड़ा गया है। इसके साथ ही स्मार्ट स्विच बनाये गये है। जिन्हे स्विच बोर्ड पर लगाया गया है। इस स्मार्ट स्विच को वाई-फाई के जरिये मोबाईल, लैपटॉप से जोड़ा है जबकि छात्र अद्भूत और शुभम ने बताया कि वेबसाइट में पुरे घर का नक्शा होगा।

घर के बेडरूम, ड्राइंगरूम, किचन सहित अन्य कमरों में कितने पंखे व लाइट है और किस कमरे में एसी तथा फ्रिज है आदि बिजली से चलने वाले सभी उपकरणों का डाटा वेबसाइट में होगा। ऐसे होम आटोनोमस सिस्टम को जोड़ा है, उसके जरिये सभी घर के उपकरणों को कही बैठकर या फिर घर से बाहर रहकर आॅन-आफ किया जा सकता है। ऐसा करने से सभी प्रकार की चिंताओं से मुक्ति मिल जाती है।