

# Newspaper Clips

March 31, 2011

Hindu Chennai 30.03.11, p-7

## M.S. Ananth to step down as Director of IIT-Madras

Special Correspondent

**CHENNAI:** After a ten-year stint, M.S. Ananth will step down as Director of Indian Institute of Technology-Madras by June.

Mr. Ananth said on the sidelines of a lecture at IIT-M on Tuesday that he had conveyed this to Union Minister of Human Resource Development Kapil Sibal. His resignation had been forwarded to the MHRD.

"My tenure ends in June 2012. I have asked to be relieved by June this year."

Prof. Ananth took over as



*M.S. Ananth*

ninth director of IIT-M in 2001. His tenure as Director is the longest since the inception of the institute.

Prof. Ananth said that he was looking to take up the

post of emeritus professor at Indian Institute of Science, Bangalore or Indian Institute of Technology-Bombay over the next two years.

Under his leadership, the institute initiated measures such as curricular reform, HRD programmes, ISO 9001.2000 certification for several of its sections, IT infrastructure development and industry-oriented academic programmes.

His plan is to leave the institute after the formal inauguration of IIT-M Research Park that was postponed a number of times in the recent

past. A B. Tech from A.C. College of Technology in 1967, Prof. Ananth received his M.E (1969) and Ph.D (1972) from the University of Florida, USA. He joined IIT-M as assistant professor in 1972 and rose to be the Head of the Chemical Engineering Department in 1991. His research interests are thermodynamics and mathematical modelling. After serving as Dean, Academic Research and Academic Courses, he was elevated as Director.

# HRD min zeroes in on 5 innovation varsities

**Kirtika Suneja**  
New Delhi, Mar 30

**T**HE ministry of human resource development has zeroed down on 5 of the 14 proposed universities of innovation that would offer students one deep theme of innovation by focussing on one particular area each. The five areas are health, urban planning, energy, liberal arts and power around which an ecosystem of research and teaching would be built.

"These themes are at preliminary stages and the universities can come up only after the overarching body in higher education is in place," said a ministry official.

The ministry has already started work on the University for Innovation in Liberal Arts but the varsity will be completely publicly funded as not much interest was generated among the private players on this subject.

"The university will be built in the memory of Rabindranath Tagore. It will teach music, physics and maths of music and its relation with the society and



**THE UNIVERSITIES ARE PROPOSED TO BE LOCATED IN ORISSA, PUNJAB, KERALA, UP AND GUJARAT**

arts. Liberal arts will be looked at in an inter-disciplinary manner and not only as psychology or sociology," said another official privy to the development. The National Development Council of the Planning Commission had approved the setting up of the 14 universities aiming at world class standards and dedicated to innovation across the 11th and 12th Plan period.

The universities are proposed to be located in Orissa, Kerala, Punjab, Uttar Pradesh and Gujarat, among

others. Each university will focus on one area, such as urbanisation, environmental sustainability and public health. The Innovation Universities can be established through multiple modes that is publicly funded, privately funded, public-private partnership or by eminent foreign universities.

"Of the foreign universities who have evinced interest are the Massachusetts Institute of Technology, Yale University, Virginia Tech, Columbia University, University of Southern California and the University of Alabama," the official added.

While MIT has expressed interest in mentoring the university that is focused on the energy sector, Columbia University has already started a centre in Mumbai.

Besides these institutions will have the option of appointing professors by invitation. The universities will also have the freedom to formulate admission policies and offer scholarships to the top 20% students at the undergraduate and post-graduate levels.

Assam Tribune Guwahati 28.3.11, p-10

# IIM, IIT pass-outs should join in policy making: Modi

AHMEDABAD, March 27 – Describing it as a need of the hour, Gujarat Chief Minister Narendra Modi today said more people passing out from IITs and IIMs should participate in policy making.

“Planning future policies based on skill development won’t help. We need to emphasise on knowledge based society. It would be only then that we will be able to contribute to the human resource development needs of the world,” Modi said during the 46th convocation of Indian Institute of Management, Ahmedabad, IIM-A, where Prime Minister Manmohan Singh was the chief guest. He

said that there was a need for more contribution of persons passing out of IIMs and IITs.

“More contribution by the IIM and IIT pass-outs would give a new perspective to the policies and in turn in nation building,” he said. Modi said that this was the need of the hour as such contributions in policy making would help the future generations.

The Chief Minister said that like the amount of efforts that were being put for developing managerial skills, stress was also required in public policy and management.

“How we utilise our young peoples’ talent in creating a glo-

bal work force would decide the future of our country,” the Chief Minister said. Modi lamented the fact that India despite having the youngest population in the world was not able to provide opportunity to youngsters for higher education.

“India has the advantage of having a young population. But at the same time 89 per cent of youth in the age group of 18-23 years do not get the opportunity for higher studies.

“If we want to make a place for ourselves in the global world it would be our prime responsibility to provide the youngster with opportunity of education,” he said. – PTI

Times of India ND 31/03/2011 p-3

# In class six? It's time for IIT coaching

Priya M Menon | TNN

**Chennai:** Exams are finally over and parents and children have heaved a sigh of relief. It's time to put away textbooks and pack travel bags. But while the rest of his classmates attend football camps or head off for a holiday, 10-year-old Sanjay remains glued to his maths textbook.

He has one more test to clear — the FIITJEE entrance exam so that he can begin coaching classes in June.

Preparation for competitive exams now begins as early as age 10 for students moving in to class VI. "There is great demand from parents for these courses," says R Rajan, student mentor, FIITJEE Chennai, which has been offering training for the IIT joint entrance exam (JEE) since 1992.

The course for class VI students was introduced last year. It prepares students for the National Talent Search Examination (NTSE) conducted by NCERT in class VIII. And what makes it really attractive to parents is the fact that it also grooms children for IIT JEE.

"It teaches them how to tackle competitive examinations — NTSE maths and science Olympiads. By the time they reach class XII, they would



Preparation for competitive exams now begins as early as age 10 for students moving in to class VI. FIITJEE charges about Rs 20,000 as fees plus a registration fee of Rs 650. Parents believe these courses will give their children the edge in school

have written so many tests that they will be able to tackle entrance exams with ease," says Rajan. FIITJEE's Little Genie programme, which had 42 students last year, has more than 100 this year.

Chennai-based Science and Mathematics Academy for Real Talents (SMART) had 200 students in its pre-foundation course for students of class VI to VIII last year. "We're expecting more this year. We expand on the school curriculum, making it more analytical and conceptual," says SMART founder KK Anand.

Parents believe these courses will give their children the edge in school. "We are not really targeting IIT. I would prefer my son to take up a career in medicine," says Anuradha Suresh Babu, whose 10-year-old son will be enrolling for FIITJEE classes this year. "For any

exam, he has to excel in maths and science. It is easier if you start coaching earlier," she says. The courses don't come cheap though. FIITJEE charges about Rs 20,000 as fees plus a registration fee of Rs 650. SMART's package of pre-foundation (enhanced school curriculum) course and AMTI (Association of Maths teachers of India Olympiad) costs Rs 10,000.

"Chennai has very good coaching classes and tuition centres. So I moved here from Dubai with my children last June," says homemaker Srividhya Ganesan, whose son has been attending IIT coaching for the past year.

Attending the courses means doing classes on weekends and assignments through the week. While FIITJEE has an entrance examination, SMART has a cut-off for applicants. "For class IV and V

students, we go by their school performance. They need to get 80% in maths and science. If they have scored less, we refer them to school tutors who can coach them," says Anand.

All of this puts pressure on the child. "Most parents want their children to expand their knowledge but we also get pushy parents who are determined to get their child into IIT," says Anand. "We advise them against it if the child is not keen but some parents feel the child may develop an interest over time. In a few cases, we have had children drop out."

Entering the rat race this early may have a negative impact on the child, feel psychologists. "Children will lose the charm of childhood if they have extra classes to attend in addition to regular classwork.

Preparation for competitive exams can begin when children are in class IX or X," says family therapist Brinda Jayaraman. "In the long-term, it can have a negative impact on both parents and children. Many parents get depressed as they feel their children have not met their expectations. And, if the child does not make it to IIT or any other engineering college, it's worse."

priya.menon@timesgroup.com

Business Standard ND.31.03.11 P-12

# 'Our businesses need many more managers'

Unlike other international B-schools which are targeting the Indian market by launching executive education programmes, France-based Ecole de Management, Strasbourg, is promoting its full-time two year management programme in India. Michel Kalika, Dean, EM Strasbourg, tells Kalpana Pathak how the collaboration between Indian and French companies is creating demand for managers. Excerpts:



## How do you plan to reach out to Indian students?

In this market, quality is competitive. We have exchange programmes with Indian institutes, but we want students for full-time programmes. We understand that students need to be in France to know the culture and the culture of companies. The fundamental element of a B-school is the quality thus we do not believe in advertising. We would spread the word online or through websites.

## But Indian students have traditionally preferred destinations like the US and the UK...

We see more and more Indian students coming to France now. We have around 10 Indian students on campus at present. We are targeting around 30 students in the next three years. We have 10-day student exchange programmes with Indian institutes including—Indian Institute of Management Lucknow and Indore; Indian Institute of Foreign Trade, International Management Institute, Delhi and University of Madras. But we want full-time students. So we will tell students that it will be a good opportunity not only for them to come and study in France but also for the European companies to pick them up. As businesses grow, we need to

## Michel Kalika Dean, EM Strasbourg

prepare young managers.

## What kind of students are you targeting from India?

We would like to attract future entrepreneurs to our school. We have observed that student with the best score may not be the best entrepreneurs. We are looking for students who can be entrepreneurs. Our sole focus is not studies. I believe there is a negative co-relation between the level of study, result and the rate of entrepreneurship. Best scorers prefer going to large companies.

## Are you a late entrant in the Indian market?

We are looking for Indian students for our two-year full-time management programme. We are not targeting the executive education market. So we are not late. As more and more Indian and French companies collaborate on the business front, we

need to create managers who understand the Indian as well as French culture. We teach management programmes in French, English and German. We think its important for us to have more and more students who can take up positions at multi national companies.

## So India's ₹300 crore executive education market does not interest you?

We run executive education programmes on our campus in France. It is focused on managers in the European nations. We don't plan to develop executive education programmes in India. Also, we have Nobel prize winners in our university so we have some intellectual obligations to fulfill.

## India will open its shores to international B-schools. Any plans?

We do not plan a campus in India. If we send our faculty all over the World, what will students at our B-school do? We are very strong in research and we think that its an advantage for international students to come and study at our B-school in France rather than we coming here.

Times of India ND 31/03/2011 P-17

# Everything bitter will turn sweet with this chemical

## May Be Used To Make Drugs, Diet Drinks More Palatable

**Washington:** Cough syrups and diet drinks could soon become more tastier as scientists have found a new compound which they say blocks taste buds' ability to detect bitter flavours.

The discovery of the compound, called GIV3616, which is tasteless and prevents tart tastes being sensed by the tongue, could be added to foods and beverages to make them more palatable, said the researchers. Ioana Ungureanu, of the research team that developed the compound at Givaudan Flavors Corporation in Cincinnati, Ohio, said, "A lot of people are very sensitive to bitter taste in medicines, calorie-free sweeteners and foods."

"We'd like to be able to make their diets more enjoyable by masking the off-putting flavors of bitterness," Ungureanu was quoted as saying by LiveScience. "Blocking these flavors we call 'off-notes' could help consumers eat healthier and more varied diets. It

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**SWEET FIND:** The new compound, GIV3616, blocks taste buds' ability to detect bitter flavours

could encourage them to switch to non-calorie soft drinks and help children and seniors swallow bitter-tasting medications," he said.

The researchers, who present-

ed their findings at the annual conference of the American Chemical Society in Anaheim, California, said GIV3616 is not the first compound capable of masking bitter tastes from the tongue.

That honour belongs to GIV3727, which improves the taste of artificial sweeteners such as saccharin and sucralose.

But, the bitterness blocker GIV3616 is more potent than its predecessor and dissolves more quickly in food and beverages, Ungureanu said. As people have become more concerned about the amount of salt, fat and sugar in processed foods, interest in flavor blockers has jumped, according to the American Chemical Society.

Instead of masking bad or bitter flavors with salty, fatty ingredients, food manufacturers are interested in using chemicals that interfere with the taste receptors on the tongue, leaving them temporarily unable to detect unpleasant flavors. PT

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# TOI on the go, launches apps for iPad, iPhone, Android and BlackBerry

TIMES NEWS NETWORK

Good news for our readers who want to read the paper on the go — anytime, anywhere. We have just launched apps for iPad, iPhone, Android and BlackBerry. The apps use the latest advances in technology to give you the best browsing and reading experience on your device. And all these apps are free of cost.

The iPad app was launched on Monday evening, and within hours it became the top free app in the India App Store of iTunes. In the US App Store too, under the free “news apps” category, it was steadily moving up, and was way ahead of other Indian news apps. The iPhone, Android and BlackBerry apps of TOI were launched on Wednesday. The Times of India is the only Indian newspaper to have apps for all these platforms. Apps for more platforms are coming soon.

“The future belongs to mobile devices, especially

The screenshot shows the mobile app interface for The Times of India. At the top, it displays the newspaper's name and logo. Below that, there's a 'Top Stories' section with a main article titled 'World Cup 2011: Kohli, Yuvraj fall, India four down'. The article includes a photo of a cricket player and a brief summary. To the right, there's a 'SPEED NEWS' section with several short news items, such as 'Pak support group for action to take out a city from Geneva bridge to Sunday', 'The Philippine Open, Asia's oldest national championship, will make a comeback', and 'Shardul's critics cut across all barriers to come together and see the platoon of the...'. At the bottom, there's a 'PHOTOS' section with a grid of images.

smartphones and tablets. Our apps aim to deliver our premium offerings to our readers who belong to the highest strata of society and are quick to adopt these devices,” Rishi Khiani, CEO of Times Internet Ltd, said.

The apps not only offer the in-depth and analytical coverage that is the hallmark of TOI's print editions, but also bring you news as it happens 24x7. They have photo galleries and videos from a range of categories including news, sports and entertainment.

TOI's iPad app marries the look and feel of print to the unique tablet experience. It also brings you Speed News, a first-of-its-kind service in the world, launched by timesofindia.com a few months ago. This service brings you minute-by-minute news updates from over 500 Times of India cities across the country.

All TOI apps come with social media integration. They let you share articles or photos on Facebook and Twitter,

and also via email. They also let you save articles for offline reading. The apps help readers stay connected to their hometowns — wherever they are in India or abroad — by providing local news from 30 Indian cities. This has been made possible by the unrivalled, nationwide network of The Times of India.

Now you will not miss the action on the cricket field even if you are not able to watch a match on TV. All our apps come with a live scorecard. If you are planning to go to a movie, you can quickly browse the movie review list on a TOI app and read reviews — by critics as well as readers — of movies made in seven languages, including English and Hindi.

Both in content and presentation, The Times of India has always tried to stay ahead of the curve. Our latest offerings are driven by the same philosophy. We'll leave the rest for our readers to explore. Play with our apps, enjoy and let us know what you think.

# SOURCE YOUR COURSES FROM GOOGLE AND YOUTUBE

The NPTEL venture by the IITs, in its second phase, will add science and humanities courses too

VINAY UMARJI  
Ahmedabad

Science and Humanities students, by this year end, will be able to source study materials from Google and YouTube, thanks to the Indian Institutes of Technology (IITs).

National Programme on Technology Enhanced Learning (NPTEL), a venture of the IITs and Indian Institute of Science (IISc), Bangalore, will shortly design study materials in science and humanities for engineering institutes in the country. The same would be provided via Google and YouTube.

These courses will be offered free of cost. NPTEL already offers engineering courses on Google and YouTube free of cost.

NPTEL was started along the lines of Open Courseware by MIT in the US.

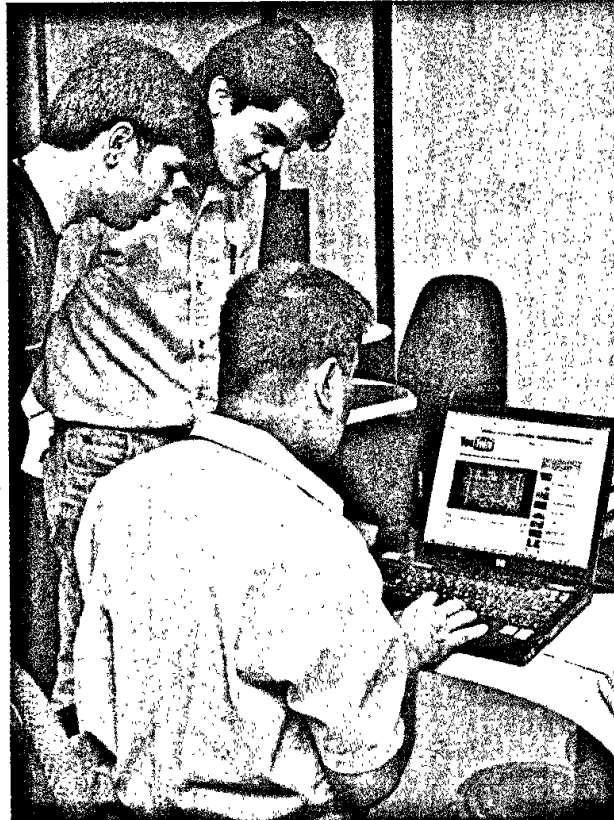
"We introduced 300-odd courses in engineering in the first phase and in the second phase, we would be offering courses in science and humanities to broaden the spectrum of our offerings," said Mangala Sunder Krishnan, National Web Courses Coordinator at IIT-Madras.

IITs have also roped in another 30 engineering colleges for content creation. Over 600 engineering institutes across the country have been using course materials designed under NPTEL.

"After engineering colleges, we are now aiming to cover all the technical universities in the country under the second phase. The course materials are uploaded as text and videos in a sequential lecture format. We are continually updating these materials in a phased manner," adds Krishnan.

The IITs, having completed first phase of introducing engineering courses on Google and YouTube, are expediting the second phase by adding over 900 more courses by 2012.

According to Krishnan, last year the All India Council for Technical Education (AICTE) had made it mandatory for engineering institutes in the country to use basic sciences and engineering courses.



NPTEL in the first phase of the project, had developed around 250 courses. All of these are available online for a duration of 4,500 hours, free of charge. The course materials (both web and video) are freely accessible by everyone independent of their geographic location. "Professionals can use these courses to update themselves. Open and distance education using NPTEL contents are long-term prospects for IITs," added Krishnan.

What's more, with over 5,000 hours of video having been uploaded on YouTube, the viewership of course

materials under NPTEL has crossed the 40 million mark. With already 50 per cent of the ₹96 crore being released by the Ministry of Human Resources and Development (MHRD), the project will see another 15,000-20,000 hours of video being uploaded by 2012.

"The rest of the grant should be released in the near future, allowing us to upload additional course materials till the target year of 2012," Krishnan adds.

NPTEL was launched around four years ago to enhance the quality of en-

## GOING THE E-WAY

- Over 5,000 hours of video uploaded
- Over 900 courses on offer by year end
- Over 40 million direct and indirect views
- Close to 20,000 hours of more videos to be uploaded
- 7 IITs, IISc and 30-odd engineering college to create content
- To fully use ₹96 crore grant by 2012

gineering education in the country by developing curriculum-based video and web courses.

A total of 15 institutes — Seven IITs, Indian Institute of Science, Bangalore and other engineering institutes — have collaborated to carry out the venture. The IITs have been nominated as the one of the best institutions in providing free university courses.

IIT Madras which officially handles the venture, distributes web contents free of charge to the government-funded institutes.

In addition it will allow the content to be hosted on a website local to the institutions (intranet). Privately-funded institutions obtain the entire web course contents on DVD ROMs for hosting them on their Intranet for a fee of ₹1,00,000. The IITs are also planning to revise the fee shortly.

Meanwhile, faculty members from the new IITs will also develop course materials for NPTEL. Universities, research labs and Tata Institute of Fundamental Research are also part of the programme.

NPTEL project receives its funding support through the National Mission on Education through Information and Communication Technology (NMEICT) since the year 2009. Course materials on sections like civil engineering, computer science and engineering, electrical engineering, electronics and communication engineering, mechanical engineering, ocean engineering, biotechnology, mining and metallurgy are also offered through web.