

Newspaper Clips

March 6, 2011

Times of India ND 06/03/2011
Delhi Times P-1



Pariva Pranati, who's called Priyanka in the movie, and Ashish Lal at Bangla Sahib Gurudwara

A Delhi film by IITians

IIT-D graduate gets permission to
shoot at all 35 of Delhi's monuments

Garima Sharma

Never before has any Bollywood movie been shot at 35 historical monuments in Delhi, or for that matter, at the Red Fort at midnight. But when Ashish Lal (25), an IIT-Delhi graduate, and his friends decided to make a movie on Delhi, they were adamant on capturing the architectural and cultural beauty of the city. Called "With Love, Delhi", their work has turned into a full fledged Bollywood film that features Tom Alter and Seema Biswas, besides Ashish, who plays the lead. "Oh, and there's also a song by Sharan and Sarika," says Ashish.

Anurag Kapoor, one of Ashish's associates in this endeavour, says the initial idea was to make a documentary on Delhi, which could help generate revenue during the Commonwealth Games. But, the negativity around the Games itself led Ashish and his friends Ashutosh Matela and Manav Vigg to drop the idea. When discussions started again, they realized they wanted to make a completely commercial film on Delhi. The story is about a girl whose father's been kidnapped by a historian. Now, the

historian will keep giving her clues that are based in Delhi's historical landscape and she must decode these to rescue her father. "But," says Anurag, "We wanted to create a buzz like the Dan Brown works that make you travel cities while discovering new facets about them." So, the script was prepared and another IIT-D graduate, Nikhil Singh, roped in as the director.

**WE WANTED TO
CREATE A BUZZ LIKE
THE DAN BROWN
WORKS THAT MAKE
YOU TRAVEL CITIES**

—ANURAG KAPOOR

Made within a budget of ₹2.5 crore, the finances for the film came from Ashish, Ashutosh and Manav, besides friends. Securing permissions was not a problem, says Ashish, courtesy their associate producer Ravi Sarin. So, not only did they shoot at Khooni Darwaza, the Iron Pillar, etc, they also managed to shoot at the Red Fort at midnight — something that no Bollywood movie has done to date.

Asian Age ND 6/03/2011

p-3

AICTE may get new chief soon

NITIN MAHAJAN

NEW DELHI

March 5: The post of chairman of the All-India Council of Technical Education (AICTE), which has been lying vacant for the past several months after the suspension of then chairman R.A. Yadav, who is facing a CBI inquiry in several corruption

cases, may be filled soon.

The Union human resources development ministry has initiated the process of recruitment for a new AICTE chairman. The move comes after Mr Yadav was suspended in July last year in connection with the corruption case registered against him by the CBI.

Official sources said that

the ministry has sought applications from distinguished and renowned persons from the field of technical education for the post. AICTE is a statutory body under the HRD ministry which regulates the operations of technical institutes in the country.

Sources said that the decision to appoint a new chair-

man for the regulator is likely to help the technical education system in the country as the government is trying to create transparency in the system.

The government has already announced an ambitious revamp of AICTE's accreditation process to bring in transparency in the working of the regulatory

body after allegations of corruption.

The entire registration and approval process for all new engineering and management institutions in the country has been made online. Sources said that AICTE has also been directed to issue unique identification numbers to faculty members of AICTE-

approved institutions, a mechanism that will help check the trend of certain faculties working in multiple institutions. The biometric impression of each faculty member will be taken to track his movement. The AICTE will also put in place a mechanism to help students lodge their grievances against the institutes.

Times of India ND 06/03/2011 p-21

Now, 'map' friends in your area with new mobile phone feature

The internet search giant Google has launched its web version of Foursquare on a new version of Google Maps.

Maps offer to share check-in with your friends connected with Latitude and possibly publish your position in your Google profile. While updating its Maps application for Android, it took the opportunity to add a function of its check-in location-based service. It offers a variety of locations corresponding roughly to where you were located.

The improved software will feature 'pings' for Latitude, hotspot tweets and enhanced search results. Earlier, Google



Instead of texting or calling close-by Latitude friends when they are spotted on the map, people can now swiftly 'ping' them

Places enabled sharing recommendations and ratings

with hotspot friends only.

With this new version, any-

one can post their ratings and reviews of places like shops, cafes and restaurants directly to their Twitter accounts. This can be done by simply choosing the 'Post review to Twitter' option from the rating widget.

Instead of texting or calling close by Latitude friends when they are spotted on the map, people can now swiftly 'ping' them. The Latitude ping feature will send a notification to the concerned person's Android mobile device, asking them to check in at a particular place. This 'ping' attribute requires both friends to use version 5.2 of the app. AGENCIES

Hindustan Times ND 6/03/2011

P-15

**100heroes
project**AROUND THE WORLD
IN 54 WEEKS

DESTINATION : PUNE



Treasures from the trash can



TITHIYA SHARMA

Science owes a great debt to imagination. Many great inventions and discoveries would never have come about if some day-dreamer hadn't imagined it first. Sitting in a classroom, or a laboratory or under an apple tree, wondering... 'What if?'

Back in the late eighties when I was still in the single digits, my father bought me an junior science encyclopedia and a book called *101 Science Experiments*. Considering that it was the pre-internet era, I read and re-read those books many times over the years, eventually learning more from them than I ever did inside a classroom.

Few in our country are lucky enough to have access to good books and great teachers. Fewer still if you assess the availability of good books about science in Hindi and other regional languages, and the state of our schools' science labs and computer facilities.

When Arvind Kumar, an IIT Kanpur electric engineering alumnus, quit his job at Telco, his mother came to his defence stating 'good, now he will do something noble with his life'. A prophetic statement from a woman who never had a day of formal education in her life but ensured that her four children excelled academically.

For almost 30 years now, Arvind Kumar has been taking his love for science and learning to the children of India. He's the dream teacher we all yearned for. Kumar has travelled to more than 8,000 schools, demonstrating captivating science experiments to wide-eyed children.

What sparks their imagination further is that Kumar uses only everyday garbage as the building blocks of these experiments.

"All teaching aids we use are hand-made. It's important for children to see that you don't need fancy materials. Science can also help you look critically at materials that are often considered trash, there is a lot of learning in that itself". An empowering lesson for his pupils who are of limited means. They watch him in amazement as he

explains everyday phenomenon like light and its laws of convergence and divergence with used-up ball-point pen refills, rubber slippers, empty tetra packs and anything else he can lay his talented hands on.

He takes trash and creates unforgettable experiments and experiences for children. An encore purpose for everyday trash is a wonderful by-product of his work.

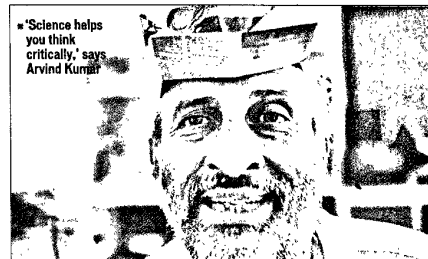
Kumar believes that a love for science and the hunger to learn isn't just the prerogative of the English speaking elite. On his website, Kumar hosts thousands of books on science, that are free to download. Many of which he has painstakingly translated to Hindi himself. There are books in over a dozen regional languages too.

The site also boasts more than 700 science projects with videos, pictures and instructions. More than 6,000 books are downloaded each day! He distributes CDs packed with a massive collection of e-books and videos to the schools he visits. Often, these are the only teaching aids they have ever received or used. The keenest minds of our country might be hidden away in a broken down municipality school, in a town you and I have never heard of. A tryst with Arvind Kumar could open their eyes to endless possibilities and give them the chance to dream, despite their limiting environment.

Kumar's dedication, perseverance and brilliance have not gone unnoticed. He has been recognised by organisations such as UNESCO, UNICEF, International Toy Research Association, Boston Science Centre, Walt Disney Imagineering and Research. He has received a special award given by the National Association for the Blind for designing teaching aids for pre-school blind children and the Ruchi Ram Sahni Award for science popularisation, among others.

"I have an enduring passion for my work because it allows me to re-invent myself. Every child has a dream in their eyes, and each of them instills a hope in me about the future", he shares.

In true Gandhian spirit, Kumar signs off all his communication with the words 'with love and peace'. He certainly lives by them.



Times of India ND
06/03/2011 p-23

Get a tsunami warning soon after a quake

Washington: Soon, people would be able to get a warning about an impending tsunami within minutes of an earthquake. Seismologists at the Georgia Institute of Technology have developed a new system, called RTerg, that could give residents enough time to safely evacuate. Tsunami earthquakes are a rare class of earthquakes that rupture at 1-1.5 km/sec and go right down to the sea floor. This makes the vertical uplift much larger, resulting in nearby wave heights going up to 10-20 m.

“We developed a system that successfully identified a magnitude of 7.8. Using this system, we could, in future warn local populations,” says Andrew Newman, assistant professor in the School of Earth and Atmospheric Sciences. Tsunamis rupture more slowly, last longer and are less efficient at radiating energy. So when RTerg uses its algorithmic tools to find a quake matching these attributes, it sends an alert to the National Oceanic and Atmospheric Administration’s Pacific Tsunami Warning Center. ANI

Times of India ND

06/03/2011

p-23

Wanna diet? Try a stomach pacemaker

London: Patrick Hetzner tried diets and exercise, just about everything short of stomach stapling to lose weight. Nothing worked. Five months ago he tried something new: a stomach pacemaker that curbed his appetite.



ALL IS WELL: Patrick Hetzner (right), who had a stomach pacemaker implanted, with Thomas Horbach, his doctor

Since having it implanted, Hetzner, a 20-year-old Munich mailman, has knocked off more than 10 kilos from his earlier weight of 104 kilos. Hetzner got the device as part of a clinical trial. Since being approved by

Britain last month, it's available for sale across the EU. It works a bit like a cardiac pacemaker, and consists of a stimulator and a sensor surgically implanted onto the stomach.

The stimulator sends out electrical pulses meant to trick the stomach and brain into thinking the body is full. Hetzner said the pulses kick in a few minutes after he starts eating or drinking. He said they make him feel full after finishing about half the amount of food he would normally eat. "It feels like a little pressure on my stomach or a tickle," he said. So far, 65 patients have received the device from US pacemaker manufacturer Intrapace. Most lost about 20% of their weight and kept it off.

"We could make the (stomach pacemaker) work so people feel like they're going to throw up, but we don't want that," said Thomas Horbach, chief of surgery at Stadt Krankenhaus Schwabach, near Munich, who led one of the trials. ANI

Economic Times ND 06/03/2011 P-4

Top firms vie for students at IIM-B on Day Zero

OUR BUREAU
BANGALORE

The Day Zero of final placements at the Indian Institute of Bangalore (IIM-B) saw companies on the prowl lapping up the best on offer. At least 50-60 offers are expected to be made. The highest salary this year according to one of the investment-banking firm is expected to be between ₹ 80 and ₹90 lakh including 100% performance bonus.

A recruiter who was part of the Day Zero process at the institute said that the salaries offered was almost in sync with those offered to IIM Ahmedabad and IIM Calcutta. He also said that there was more of spot offers being given by the companies rather than the window period offer. A spot offer is when the company asks the student to take it or leave it, while the window-period offer is when the student is given a time duration of a day or two to mull over.

Day Zero attracts the top-ranked firms, which are often the first preferences amongst students. The companies that visited the campus on the first day saw the usual mix of banking and consulting

firms. In the afternoon those seen on the prowl were Goldman Sachs, UBS, HSBC, Boston Consulting Group, Bain and Company, AT Kearney and McKinsey and Oliver Wyman.

A recruiter from a software services firm, who had visited the IIM-Kozhikode for the final placements, said that the median salary at the Bangalore campus is expected to be around ₹15 and ₹17 lakh. That in IIM-K was ₹13 lakh, he said. He added that in order to meet the median salary, companies often throw in a strong joining bonus to get the students on board.

Booz & Company's managing director, and co-head of the India practice, Jai Sinha said that the company would hire around 10-15 students from IIM Bangalore, Ahmedabad and Indian School of Business-Hyderabad. Although he refused to comment on the salary figures, he said it would be definitely upwards from the year before and the position would be based in India.

An IIM-B student said that with the large roll out of offers for lateral positions, the students were in an upbeat mood. The lateral placements that concluded two days ago saw a 100% increase

in the companies visiting them. In a statement released by the institute the number of students accepting offers increased by 70% year-on-year.

Mphasis is expected to pick up 3-4 students from the Bangalore and the Calcutta campus each this year. Although around 120 students had received lateral placements and many others had got pre-placement offers (PPOs), they would be allowed to sit for the placements if their dream company was to visit the campus for the final placements.

Although the placements were over in 6 days last year, this year, it is expected to take longer. This is because of this year would see the largest batch of 348 students to be placed compared to around 270 in 2010. The final placements in 2010 at IIM-B saw 120 companies with 90 offers being made by the end on Day zero. McKinsey & Co., Boston Consulting Group, Bain & Co., Booz & Co., A. T. Kearney, Diamond Consulting, Alvarez & Marsal, Nomura, Temasek Holdings, P&G, ITC and American Express. Last year consulting firm Deloitte led the pack with 10 offers, followed by McKinsey and Boston Consulting Group with 9 offers each.

Business Line ND 06/03/2011

P-2

Rs 32 lakh is highest local offer for IIM-K graduate

Mony K. Mathew

Kozhikode, March 5

A Europe-based investment bank has offered the highest domestic annual compensation of Rs 32 lakh in the final placement process for 2011 at the Indian Institute of Management, Kozhikode (IIM-K).

The highest international package of \$150,000 was offered by a commodities trading company, according to Mr G. Sridhar, Placement Chairperson at IIM-K.

All the 290 students of the 13th batch got placements in the process, in which about 120 companies participated. The batch was 16 per cent larger than the previous batch of 250, and 56 per cent bigger than the 2009 batch of 185.

LARGEST RECRUITERS

Deloitte and ICICI Bank were the largest recruiters with each making 16 offers. Finance continued to remain the top preference among the students, with more than 33 per cent of the batch taking up roles in areas such as investment banking, corporate finance, corporate banking, risk management, equity research and retail banking in foreign and Indian financial institutions.

More than 26 per cent of the students took up roles in the marketing and operations verticals, while 24 per cent chose to take up profiles offering consulting roles. About eight per cent opted for general management roles in major conglomerates, commodity trading houses and other companies.

Among other key verticals, seven per cent of the students chose IT and

three per cent human resources.

While the average salary in the consulting sector remained more or less constant, there was a jump of 18 per cent in Indian financial institutions, 16 per cent in the IT sector, 15 per cent in HR roles and 10 per cent each in the profiles offered by foreign financial institutions and FMCG companies.

More than 80 jobs were offered by recruiters visiting the institute for the first time and they included 3M, ADAG, Airtel, Apollo Hospitals, Arvin Meritor, Cargo, Crisil, Dolcera, EXL, Fujitsu, Glenmark, HP, Idea, Lenovo, Madura F&L, MMTC, Mphasis, Suntec, Tally Solutions, Triton Group, Videocon and Wipro Consulting.

TOP RECRUITERS

The top recruiters among the foreign banks were Nomura, Deutsche Bank, Bank of America Merrill Lynch, JP Morgan Chase, Standard Chartered, Goldman Sachs, HSBC, Citibank and American Express. The Indian financial institutions, apart from ICICI, included Edelweiss, Axis Bank, Yes Bank, Indus Valley Partners, IDBI, Bajaj Alliance and SBI Capital.

In the consulting sector, the companies that participated in the recruitment process included McKinsey and Company, Accenture Business Consulting, Deloitte, PricewaterhouseCoopers and Cognizant Business Consulting, while the IT sector was represented by TCS, Wipro, IBM, MindTree, Aricent, Capgemini, iGate and Fujitsu.

HINDU ND 06/03/2011 P-6

VLSI – where small is beautiful

IIT-Madras scouts for tie-ups to enhance reach of projects

Vasudha Venugopal

CHENNAI: To enhance the reach of various VLSI (Very Large Scale Integration) projects developed by its students and faculty, the IIT-Madras is in talks with many hospitals, educational institutes, research organisations and governments for tie-ups.

An interesting project in the pipeline is the ongoing research with Sankara Nethralaya. Under it, professors and students of the IIT-Madras are applying machine-learning techniques to interpret disorders including glaucoma and diabetic retinopathy. "With proper image processing techniques, we are looking at interpreting data from pictures and help in providing timely intervention through proper diagnosis," says Kamakoti Veezhinathan, professor, Department of Computer Science and Engineering, IIT-Madras.

Other interesting projects include monitoring of the structural health of bridges, intelligent sensory devices, weather forecasting and radar processing applications. Prof. Kamakoti says that since VLSI research is largely

consumer-driven, there is a lot of dependence on feedback from industry. "We want to add a dimension to research by rendering solutions to real-world problems. To improvise on our design ideas, it is necessary that we don't stick to academics alone, and start giving shape to our applications."

Seventy students and over 50 faculty members from different backgrounds of engineering are part of this centre of excellence at the IIT-Madras that will showcase and facilitate research on innovative projects in embedded systems and VLSI design.

Since many VLSI problems have non-deterministic solutions, it depends on heuristics for sub-optimal solutions.

A concern, says Prof. Kamakoti, is that while a lot of electronic devices are made in India, the chips are built in foreign countries, with specifications set by international foundries. "There is no guarantee that these systems perform the required functions. It is extremely important that we start looking at strengthening our indigenous manufacturing capabilities and develop our own state-of-the-art hardware designs."

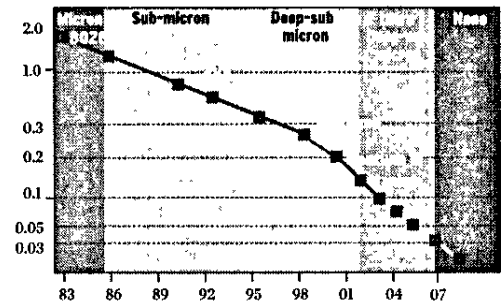
VLSI FOR DUMMIES

Very large scale integration (VLSI) is the process of creating integrated circuits by combining thousands of transistors into a single chip. The microprocessor is a VLSI device.



In 1946, the first computer measured several cubic ft. The chip introduced in 1997 had over a lakh transistors on it and was just 35 mm². A transistor is a semiconductor device used to amplify and switch electronic signals.

A well-maintained strand of hair is around 56 μm thick. The thickness of a transistor used in data processors now is 1/1000th of it.



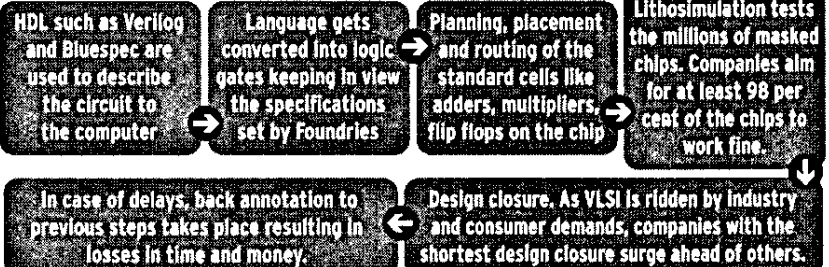
The transition wherein the size of the chip reduced by half and the number of transistors on it doubled every year was fuelled by VLSI that started in the 1970s.

VLSI enables devices to perform multiple functions intelligently:



More people can do more work. Hence, more transistors impart more functionality to the device.

HOW DOES THE CHIP DESIGN OCCUR



With inputs from Prof. V. Kamakoti, IIT Madras

PSLV to be launched around April 10

T.S. Subramanian

CHENNAI: After a two-month delay, the Polar Satellite Launch Vehicle (PSLV-C16) will be launched around April 10 to put Resourcesat-2 and two other satellites into orbit.

The PSLV-C16 was to have lifted off from Sriharikota in the first week of February, but the failure of the Geo-stationary Satellite Launch Vehicle (GSLV-F06) on December 25, 2010, and the S-band spectrum scam that hit the Indian Space Research Organisation (ISRO) this year have cast a long shadow over it.

Though the four stages of the PSLV-C16 were fully integrated more than two weeks ago, the ISRO wants to play it safe after the GSLV-16 failure. Asked about the reason for the delay, an ISRO official said: "People are busy dealing with the fallout of the S-band scam and analysing the GSLV failure. The ISRO does not want another failure."

ISRO officials said they did not want to take chances with the PSLV-C16 flight because several modules of the PSLV and the GSLV were similar.

The GSLV's liquid engine stages and up-rated core solid engine stage are all derived from the PSLV, which has become the workhorse of the ISRO for putting into orbit remote-sensing satellites.

The second stages of the GSLV and the PSLV, both powered by liquid propellants, are alike. Besides, the four liquid strap-on booster motors around the GSLV core first stage are derived from the PSLV's liquid stages.

"We will therefore be extra careful. We cannot afford to lose face this time," an ISRO rocket engineer said. Tests are under way on the PSLV's second liquid stage, because problems have surfaced there.

The PSLV-C16 will put into orbit three satellites: the ISRO's 1,200-kg Resourcesat-2; the 93-kg Youthsat, with a payload from Russia and two payloads from India; and the 103-kg X-Sat from Nanyang Technological University of Singapore. Resourcesat-2 is a continuation of Resourcesat-1, which was put into orbit on October 17, 2003. Resourcesat-1 is going strong, though it has lasted more than its mission life of five years.

The images of the Resourcesat-2 will help in monitoring the health of crops, estimating crop yield, keeping a tab on deforestation and locating the groundwater. Youthsat is meant for studying the effects of the sun on the earth's upper atmosphere.

Two ISRO payloads in Youthsat are from the Space Physics Laboratory of the Vikram Sarabhai Space Centre, Thiruvananthapuram, the Space Applications Centre, Ahmedabad, and the ISRO Satellite Centre, Bangalore.

The X-Sat is a technology demonstrator with remote-sensing and communication payloads.

A standard PSLV version, which weighs 295 tonnes at lift-off and is 44 metres long, will put these satellites in orbit. The satellites will be mated with the rocket in April.

HINDU ND 06/03/2011 P-12

Is IT enough, what about basic sciences?

V. N. Mukundarajan

The IT industry has emerged as a major employer of technical and non-technical graduates. Because of the higher salaries, an IT job is chased and cherished by graduates. The manufacturing sector lacks the IT industry's financial muscle to compete in the job market.

We often hear captains of the IT industry complain that graduates are not industry-ready. That is, whatever their other accomplishments or merits, the graduates do not measure up to the expectations of the IT industry. The IT honchos never tire of lecturing the universities about the employability-deficit of the otherwise qualified candidates. Engineering graduates may be employable by the manufacturing sector, but not by the IT sector. Employability is measured vis-à-vis the IT industry's needs.

It has become fashionable for IT companies to berate the education system for not teaching the necessary 'skills' to students. What are the 'skills' the system reportedly fails to teach? Is it building that connection between learning and life that makes individuals liberal and compassionate in their outlook? Is it the development of a cu-

rious, questioning mind that can think out of the box and innovate? Is it a cultured and holistic perspective that views life in all its rich manifestations with wonder, eclecticism and empathy? Is it anything to do with nation building?

The answer is none of the above. The skills come packaged under a generic name 'soft'. These are primarily the abilities to communicate, work in a team, solve problems (related to the industry), etc. The IT industry has co-opted universities and engineering colleges to teach 'soft' skills to students to make them ready for IT careers. The focus seems to be on learning the skills to land an IT job from day one rather than learning science and technology. It is as if the purpose of technical education in India is to create a captive pool of industry — a ready workforce for our IT giants.

India may be an IT superpower but is a technological laggard. In a sense, the IT sector has hampered the growth of science and technology. It has always perplexed me why India cannot manufacture passenger and military aircraft with cent per cent indigenous content. India's 'own' Light Combat Aircraft 'Tejas' comes with an engine manu-

factured by the General Electric Company in the U.S. Self-sufficiency in defence production is far away.

No nation can hope to become a superpower without a qualitatively superior technological prowess. What is the contribution of the famed IITs to research and development? Are the IITs a springboard for higher education and plum jobs in the U.S? Should the mechanical, chemical, electrical IIT graduates be working as software engineers, consultants and knowledge workers instead of contributing to the growth and competitiveness of the core manufacturing sector?

Nobody wants to take away the freedom to choose one's profession. But when the government provides subsidised education with taxpayers' money, is it too much to expect something in return from the IIT alumni in the form meaningful research and technological innovations? Why can't we have a system where IIT graduates can be made to work in research laboratories for, say, three years? The government should offer free education to those IIT students who sign a contract to pursue a career in research and development.

This is not a jeremiad against the IT industry,



India may be an IT superpower but is a technological laggard. — PHOTO: AP

which is a prolific employer and major contributor to foreign exchange reserves. The IT sector cannot be accused of ganging up on the manufacturing sector. We are proud that India is recognised as the IT capital of the

world. But it is equally important for India to be one of the innovation hubs of the world to achieve not only technological self-sufficiency but also invent local solutions to the myriad problems like poverty, agricultural produc-

tivity, water conservation, and climate change. Basic science education should be given its due respect to foster a scientific temper and culture. We need bright and independent minds that can create great ideas in garages as

BEST IT EMPLOYERS IN INDIA			
Ranking based on Dataquest-IDC Best Employer Survey 2010 of 3160 employees of 36 IT companies			
The Top 20	Rank 2010	Rank 2009	Change
TCS	1		New
HCL Infosystem	2	1	-1
iGate Global Solutions	3	2	-1
Roitla India	4	3	-1
Infinite	5		New
Capgemini India	6		New
L&T Infotech	7		New
SAS Institute India	8	5	-3
Tulip Telecom	9	12	3
Synechron	10	10	0
Tavant Technologies	11	8	-3
Sify Technologies	12	13	1
MindTree	13		New
Datacraft India	14	9	-5
Virtusa	15	20	5
Patni Computer Systems	16	16	0
Sybase	17		New
Pitney Bowes	18		New
Citrix	19		New
Unisys India	20	18	-2

well as in laboratories. It is the developing of 'hard skills' in science and technology that will determine whether India is able to make its trust with destiny to become a major power. The IT industry cannot be allowed to dictate

what and how science and technology are taught in colleges. Higher education is too important to be tied to the apron strings of a single industry.

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