Newspaper Clips
November 11-12, 2015

Economics Times ND 11/11/2015   P-1

Restaurant Guide Zomato goes Off Placements Menu at IITs

CEO's Twitter outburst after a spat with IIT-Delhi over slot among issues

Sreeradha D Basu

Kolkata: Zomato has been blacklisted and barred from the Indian Institutes of Technology (IIT) placements this year. A decision to this effect was taken recently by the All-IITs Placement Committee (AIPC), multiple sources at top engineering colleges privy to the decision said.

An earlier ban on Internet products company Directi may be revoked

At least six IITs — Delhi, Bombay, Kharagpur, Madras, Guwahati and Kanpur — confirmed the blacklisting.

The online restaurant guide, valued at over $1 billion, had a spat with IIT-Delhi over slotting issues in July. Zomato was denied a day one slot as a recruiter as its salary offers (with ESOPs) amounting to a total of ₹26 lakh was too low. CEO Deepinder Goyal then took to Twitter against his alma mater to vent about the placement scenario.

Tensions with Other Startups Too ▶▶ 12

A Lot on Goyal's Plate

Zomato barred from IIT placements this year as per decision taken by the all-IITs placement committee

AT LEAST SIX IITs —Delhi, Bombay, Kharagpur, Madras, Guwahati and Kanpur — confirmed the blacklisting

Zomato's spat with IIT-Delhi regarding slotting issues, followed by the CEO's Twitter outburst & other complaints against the co among issues responsible
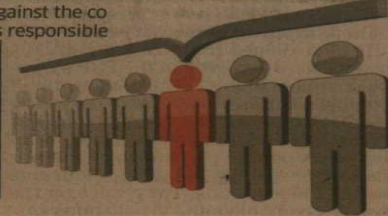
Directi, also on the blacklist, may get ban revoked, following a decision by IIT-Kanpur

The co has already put forward its defence and made amendments in its hiring process

When are Cos Blacklisted?
In case of violation of procedural guidelines

In case of minor issues, they are let off with a warning	In serious cases, they are blacklisted by AIPC

Decisions can be revoked if co puts up a proper defence and amends the problem

Oxigen's Virtual Prepaid Cards Likely

Digital payments and mobile wallet company Oxigen is in talks with Visa, MasterCard and RuPay to soon launch virtual prepaid cards in the country, report **Neha Tyagi** & **Saloni Shukla**. ▶▶ 6

Similar Tensions with Other Startups Too

▶▶ From Page 1

"No company should take the IIT system for granted," the placements head at one of the top IITs said. Zomato responded to an email query saying that its spokesperson was travelling. Goyal could not be reached over phone.

Goyal's Twitter outburst played a large part in the ban, say campus sources. Complaints of Zomato's high-handedness at other IITs and alleged ego issues also added to the problem.

"Any company which violates the procedural guidelines laid down by the AIPC may be blacklisted," says Atal Ashutosh Agarwal, Vice-President, Technology Students' Gymkhana at IIT-Kharagpur. Sometimes, in cases of minor infractions, companies may be let off with a warning; in more serious cases, they are blacklisted.

Zomato recently laid off about 10% of its 3,000-strong global workforce.

IIT sources said similar tensions are brewing with other startups too, especially with a few that have scaled up really fast. "There are startups which get very egoistical about getting an early slot," says Mohak Mehta, former placement manager at IIT-Bombay.

In another unrelated incident, an earlier ban on Internet products company Directi may be revoked soon.

Directi was blacklisted last year over issues pertaining to placement interviews at IIT-Kanpur. They have since put forward their defence and agreed to make changes at an AIPC meeting in IIT-Guwahati in end-October. The ban may be revoked, said IIT sources.

"Since IIT-Kanpur was the most aggrieved party, the decision to revoke the ban has now been left to them," said a placements head of another IIT who was present at the meeting.

"The fallout was the outcome of a very unfortunate incident, but we are together trying to make amendments which are in the best interest of the candidates," Ameya Ayachit, head-talent acquisition, Directi told ET.

Zomato though, IIT sources say, is yet to make its defence or make attempts to have the blacklisting revoked. The final decision, in that case, will rest with IIT-Delhi.

Placements across IITs start on December 1.

Both the companies have reached out to other engineering campuses for placements. Directi, for instance, has already made 50-plus offers at NITs, BITS Pilani, BITS Mesra, DTU and IIITs.

Economic Times Hindi ND 11/11/2015   P-1

जोमाटो के खिलाफ एक्शन | IIT दिल्ली के खिलाफ जोमाटो के फाउंडर के ट्वीट से नाराज हैं सभी IITs

भारी पड़ा ट्वीट, IIT के प्लेसमेंट मेनू से जोमाटो बाहर

[श्रीराधा डी बसु | कोलकाता]

आईआईटी बिलियन डॉलर वैल्यूएशन वाले क्लब में शामिल स्टार्टअप जोमाटो को इस साल प्लेसमेंट प्रोसेस में शामिल होने की इजाजत नहीं देगी। हाल में ऑल आईआईटी प्लेसमेंट कमेटी (एआईपीसी) की मीटिंग हुई थी, जिसमें यह फैसला लिया गया। खबर से वाकिफ आईआईटी के कई सूत्रों ने इसकी पुष्टि की है। आईआईटी दिल्ली, बॉम्बे, खड़गपुर, मद्रास, गुवाहाटी और कानपुर ने इसकी पुष्टि की है।

ऑनलाइन रेस्टोरेंट गाइड कंपनी का आईआईटी दिल्ली के साथ जुलाई में प्लेसमेंट स्लॉट को लेकर विवाद भी हुआ था। आईआईटी दिल्ली ने कंपनी को पहले दिन का स्लॉट नहीं दिया था क्योंकि कंपनी ने 26 लाख सालाना सैलरी (ईसॉप सहित) ऑफर की थी, जो संस्थान के हिसाब से कम थी। जोमाटो के सीईओ दीपिंदर गोयल ने इस मामले में अपना विरोध ट्वीट करके जताया था। गोयल खुद आईआईटी दिल्ली के फॉर्मर स्टूडेंट रहे हैं।

एक आईआईटी के प्लेसमेंट हेड ने बताया, 'कोई भी कंपनी आईआईटी सिस्टम को हल्के में नहीं ले सकती।' वहीं, जोमाटो ने ईटी की ईमेल के जवाब में कहा कि उसके प्रवक्ता यात्रा कर रहे हैं। वहीं, गोयल से उनके फोन पर संपर्क नहीं हो पाया। सूत्रों ने बताया कि आईआईटी के प्लेसमेंट प्रोसेस को लेकर ट्वीट करने के चलते जोमाटो को ब्लैकलिस्ट किया गया है। इसके साथ, दूसरे आईआईटी में प्लेसमेंट के दौरान कंपनी को अड़ियल रवैये और अहं का भी खामियाजा चुकाना पड़ा है। इस बारे में आईआईटी खड़गपुर में टेक्नोलॉजी स्टूडेंट्स जिमखाना के वाइस प्रेसिडेंट अटल आशुतोष अग्रवाल ने कहा, 'जो भी कंपनी एआईपीसी की गाइडलाइंस का उल्लंघन करती है, उसे ब्लैकलिस्ट किया जा सकता है।'

हालांकि, मामूली गलती होने पर कंपनियों को वॉर्निंग देकर छोड़ दिया जाता है। वहीं, गंभीर मामलों में प्लेसमेंट प्रोसेस से कंपनी को बाहर रखने का फैसला किया जाता है। जोमाटो में ग्लोबल ऑपरेशंस से 3,000 एंप्लॉयीज जुड़े हैं और हाल ही में उसने इसमें से 10 परसेंट की छंटनी की है। आईआईटी सूत्रों ने बताया कि दूसरी स्टार्टअप्स के साथ भी ऐसी ही तनातनी दिखी है। खासतौर पर उन उभरती कंपनियों के साथ, जिनका बिजनेस तेजी से बढ़ा है।

Navbharat Times ND 11/11/2015   P-20

मेड इन इंडिया | सोलर एनर्जी और बॉयोडीजल से दौड़ेगी, 50 फीसदी एनर्जी की बचत

IIT BHU ने बनाई न्यू जेनरेशन कार

■ विकास पाठक, वाराणसी

देश की सड़कों पर न्यू जेनरेशन कार दौड़ाने की तैयारी है। पेट्रोल-डीजल की जगह सोलर एनर्जी व बॉयोडीजल से हाई स्पीड कारें चलेंगी। इसे तैयार करने में बीएचयू आईआईटी की भूमिका होगी। पेट्रोल-डीजल की बढ़ती खपत के साथ ही वाहनों से निकलने वाले धुएं से फैलता प्रदूषण बड़ी समस्या बना है। इससे निजात दिलाने को बीएचयू आईआईटी के मिकैनिकल इंजीनियरिंग और सीईआरडी (सेंटर फॉर एनर्जी एंड रिसोर्सेज डिवलेपमेंट) के विशेषज्ञ आगे आए हैं। इन्होंने कार के लिए बॉयोडीजल व सोलर एनर्जी वाले खास सिस्टम तैयार किए हैं। सीईआरडी कोऑर्डिनेटर डा. एसके शुक्ला के मुताबिक कार में नए सिस्टम फिट कर रिसर्च का काम सोमवार से शुरू हो गया। डा.जीवन टिंके के निर्देशन में 12 रिसर्च स्कॉलर की टीम इसे अंजाम तक पहुंचाने में जुटी है। दावा किया कि छह महीने में नतीजा सामने होने पर प्रदूषण और खर्च कम तो होगा ही, स्पीड व माइलेज भी बढ़ जाएगी। रिसर्च में सहयोगी बनी टाटा मोटर्स ने अपनी कार भी उपलब्ध कराई है।

25 फीसदी मोर माइलेज!

कोऑर्डिनेटर डा. शुक्ला के अनुसार न्यू जेनरेशन कार का इंजन बॉयोडीजल से चलेगा जबकि सोलर एनर्जी से चार्ज होने वाली बैट्री से एक्सेसरीज काम करेंगी। पेट्रोल-डीजल से चलने वाली कारों की तुलना में नए प्रयोग से 50 फीसदी तक की बचत होगी। इंजन पर प्रेशर कम होने से माइलेज 25 फीसदी तक बढ़ने की उम्मीद है। विषैला धुआं न निकलने से पर्यावरण पर मंडराता खतरा भी टल जाएगा।

AC चलेगा सोलर एनर्जी से

कार की छत पर लगाने वाले सोलर पैनल से मिलने वाली एनर्जी से एसी संग ब्लोअर भी चल सकेगा। सोलर एनर्जी से चार्ज होने वाली बैटरी से लाइटें भी जलेंगी। कार के रेड लाइट पर रुकने या फिर कहीं खड़ी होने की स्थिति में इंजन बंद होने पर भी एसी काम करेगा। रिसर्च के लिए सीईआरडी सेंटर में रुफटॉप सोलर पैनल लगाए गए हैं।

Hindustan Times ND 11/11/2015   P-13

HRD panel moots regulatory body for coaching centres

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NEW DELHI: If the human resource ministry (HRD) ministry has its way students may have to shell out much less for JEE coaching. A panel constituted by the ministry has recommended a regulatory body for coaching centres which would look into the fees which these institutes charge.

As per the panel students on an average spend ₹1 lakh per year and undergo coaching for two years.

Concerned over the proliferation of coaching centres that has become a lucrative 'industry' the panel set up by the ministry to examine the JEE system has also proposed introduction of online courses designed by IITs to reduce dependence on coaching centres.

"A rough estimate puts the revenue of the coaching industry at ₹24,000 crore per year… This presumes that 12 lakh students attend coaching for two years and pay ₹1 lakh per year. The actual number of years for coaching may be more than this and hence the revenue maybe greater than the amount given above," states the report.

Coaching institutes charge money for the course material, hostel and lodging too, which also create financial pressure on parents and students.

According to a senior HRD official, the recommendations of the report are being studied and all stakeholders including parents and students can send their suggestions by November 30.

"As an example, An All India Council for Coaching for Entrance Examinations maybe established with the demand that coaching institutes are well equipped and maintain healthy and best practices as well as charge regulated fees," states the report.

The ministry is keen to introduce Massive Open Online Courses (MOOCs) which sources said will be designed by IITs itself.

"It is also suggested that an online portal be set up for students to take mock tests while preparing for JEE. The corporate and the government can use the services of good schools as well as good coaching institutes themselves to set up interactive online coaching classes," the report further states.

The terms of reference of the committee was to find means in the exam structure that would reduce the pressure on students and reduce dependence of students on the coaching centres, without diluting the quality of testing.

■ Students wait outside a coaching centre.

Navbharat Times ND 11/11/2015   P-20

IIT कोचिंग इंडस्ट्री के लिए रेगुलेटर

■ **ईटी, नई दिल्ली :** एचआरडी मिनिस्ट्री ने आईआईटी और एनआईटी के लिए सिंगल एग्जाम आयोजित करने के साथ ही छात्रों की स्क्रीनिंग के लिए सैट जैसे ऐप्टिट्यूड टेस्ट का भी प्रपोजल दिया है, जिससे कोचिंग इंडस्ट्री के असर को कम किया जा सकेगा। कोर कमिटी की रिपोर्ट के तीन मुख्य बिंदु हैं। पहला, आईआईटी जॉइंट एंट्रेंस एग्जाम की तैयारी में छात्रों को मदद करने वाले कोचिंग सेंटर्स के लिए एक रेगुलेटर बनाया जाए। दूसरा, 2017-18 से एग्जाम के लिए एक नए सिस्टम का प्रपोजल देते हुए नैशनल टेस्टिंग सर्विस शुरू करने की बात है। जेईई में शामिल होने वाले छात्रों को चुनने के लिए एक एप्टिट्यूड टेस्ट आयोजित करने की बात है। तीसरा, आईआईटी के लिए दो चरणों में होने वाली परीक्षा कुछ बदलावों के साथ 2016 और शायद 2017 में भी जारी रहेगी।

Pioneer ND 11/11/2015   P-13

Academic collaboration

The Confederation of Indian Industry (CII) brought 25 of its member companies entered into memorandums of understanding (MoUs) with 25 top Central institutions on the occasion of Visitor's Annual Conference, organised recently at Rashtrapati Bhavan, New Delhi. This conference was presided over by the President of India Pranab Mukherjee who is the Visitor to all 114 central institutions in the country.

Covering a wide range of sectors such as smart cities, renewable energy, green roadways, power solutions, mixed signal circuit design, fabrication and aluminium diecasting, the MoUs have brought some of the best known companies in direct contact with academic institutions. The Hyderabad-based electronics and instrumentations Elico Limited, which has signed an MoU on smart cities with NIT Warangal; Cadila Pharmaceuticals has signed the MoU with National Institute of Pharmaceutical Education and Research Ahmedabad; Micro Inter-connexion Private Limited has signed the MoU with NIT Goa; Blue Star Limited has tied up with IIT Madras and School of Planning and Architecture Delhi, and Ahmedabad-based aluminium diecasting company Veena Diecasters and Engineers has tied-up with VNIT Nagpur.

A total of six companies, including Bharat Heavy Electricals Limited and construction major MN Dastur, have signed MoUs with Indian Institute of Engineering Science and Technology, Shibpur which was earlier known as Bengal Engineering and Science University. Tata Power signed MOU with NIT Delhi and NIT Srinagar. Among central universities, two have signed MoUs with Jamia Milia Islamia with Viacom 18 in the area of media and entertainment and Central University of Haryana has entered into collaboration with footwear major Liberty Shoes.

IISc becomes first Indian institution to be among the top 100 world universities

http://timesofindia.indiatimes.com/home/education/news/IISc-becomes-first-Indian-institution-to-be-among-the-top-100-world-universities/articleshow/49750710.cms

NEW DELHI: For the first time, India features in the top 100 of the Times Higher Education's (THE) world university rankings. Indian Institute of Science, Bangalore enters the list of elite universities for engineering and technology with 99th rank.

The THE released the latest rankings of the world's top 100 universities in the field of engineering and technology on Wednesday revealing a strong year across Asia.

The top 10 of the list are dominated by US institutions with Stanford, California Institute of Technology and Massachusetts Institute of Technology in the top three positions. However, this is a year of Asian progress, with the US holding a total of 31 positions - down from 34 last year - while Asia holds 25 positions in the top 100, up from 18 last year.

Asian universities occupied six positions in the top 30 this year, with Japan, China, Korea, Taiwan and India all improving their representation while Singapore and Hong Kong maintained their last year's status.

Phil Baty, editor, THE World University Rankings said, "Like our flagship World University Rankings, the Times Higher Education ranking for engineering and technology subjects applies rigorous standards, using tough global benchmarks across all of a global research university's key missions - teaching, research, knowledge transfer and international outlook. But although the table employs the same range of 13 performance indicators they have been carefully recalibrated to fit more closely the research culture in this subject.

"This year's stand-out success story has to be India, making its debut in this prestigious engineering and technology ranking, which represents the top few per cent of world universities for these subject disciplines. Whether you look at high-tech sectors such as IT or aerospace engineering or more traditional fields such as steelmaking, India's engineering and technology prowess is highly visible the world over in the shape of companies based in India or run by people born in India, such as Google and Microsoft, Infosys and Wipro or Tata and Mittal.

"While the US and UK still dominate the upper echelons of this table, Asia is shifting the balance of power, proving that its institutions are world-class in this field. Six Asian universities - the National University of Singapore, Hong Kong University of Science and Technology, Singapore's Nanyang Technological University, Peking and Tsinghua Universities from China and Korea's Seoul National University - make the top 30. Asia's success mounts serious pressure on universities in North America and Europe, which will have to run fast just to stand still in this table."

Experts divided over aptitude test for joint JEE

http://timesofindia.indiatimes.com/city/mumbai/Experts-divided-over-aptitude-test-for-joint-JEE/articleshow/49740803.cms

Mumbai: The idea of holding a single Joint Entrance Exam (JEE) for admissions to IITs and NITs from 2017, after shortlisting students on the basis of their performance in an aptitude test, has generated mixed reactions from stakeholders in the city. While the recommendations have not found favour among parents and coaching institutes, experts from the premier institutes are divided on the idea of holding an aptitude test.

The Committee of Eminent Persons (CEP), constituted by the IIT Council, has recommended that a National Testing Service be set up by early 2016 to conduct the aptitude test to test the scientific aptitude and innovative thinking ability of candidates. Based on this, about four lakh candidates will be shortlisted for taking the JEE. TOI had reported the CEP's recommendations on Sunday.

An IIT professor said, "Students from urban areas may find the aptitude test easier, as the rural ones are not exposed to such tests." But the recommendations are at a very nascent stage, a director said. "The report has not been tabled on any platform, so we are not sure about its content," the director added.

Another professor pointed out that holding an aptitude test may not help reduce the dependence on the coaching industry as they will find a new product to sell anyway, and the urban-rural debate will continue. Another director, however, an aptitude test was considered three to four years ago, when the ministry of human resources & development (MHRD) was planning to move to a single-test system. "It was not taken forward. So we will have to wait till it is brought up for discussion again. There is no harm in filtering students on the basis of an aptitude test. It is working reasonably well abroad," the director said.

Parents said shortlisting students on the basis of an aptitude test may leave out several aspirants. "Every new government tries to bring about changes, which need not be favouring all. Counting the board examination marks along with JEE (Main) itself was faulty. Students were being tested on the basis of one JEE (Main) and 45 other board exams. There was no parity in the selection process," said Ishwarchandra Nagre, a parent.

Praveen Tyagi, MD of a coaching institute, said if students are getting quality education in an alternative system, why should the government have a problem. He added that there was no point in changing the system time and again.

IISc team working on tools to understand speech disorders

http://www.deccanherald.com/content/511357/iisc-team-working-tools-understand.html

A team of researchers at the Indian Institute of Science (IISc) is developing a new signal-processing technique to improve the understanding of speech disorders related to various diseases and help to develop appropriate interventions.

Explaining the technique, Dr Prasanta Kumar Ghosh, associate professor in the Department of Electrical Engineering, IISc, who is leading the project, said: "We use a procedure called electromagnetic articulography for recording the movement of articulators in the mouth during speech. We are in the process of expanding the tool repertoire."

The project is being developed at the Signal Processing, Interpretation and Representation (SPIRE) lab of the Electrical Engineering department.

The lab is also collaborating with various hospitals to record speech articulatory movements from patients with the ALS (amyotrophic lateral sclerosis), a disease in which the nerve cells controlling muscle movement are progressively destroyed leading to muscle weakness and degeneration. This collaboration will give a better understanding of the specific aspect of articulation that gets affected in patients with the ALS and other disorders having speech-pathology symptoms, said a press release from the IISc.

Articulation of speech involves moving the muscles of mouth and tongue in an orderly fashion to produce meaningful sounds. In many speech pathologies, articulation is adversely affected leading to wrongly pronounced speech-sounds, the release added.

Patients with the ALS and other diseases such as cerebral palsy, severe asthma or those who have had their larynx (voice box) removed are often unable to produce more than whispering or slurred sounds to communicate. Dr Ghosh and his team recently developed a method to detect whispered speech even in a noisy recording.

In addition, the team is also developing speech analysis software tools which can be used to track the progress of learning a new language. "A better understanding of the underlying processes can help in building models which may be used to screen patients for specific diseases and start therapy early on," Ghosh, said.

IIT-B students take average of 6 years to complete PhDs

MUMBAI: Researchers take an average of six years to complete their PhDs at IIT-Bombay, according to data from 1990 onwards, compiled by the institute's students.

The maximum time to complete a PhD --- taken by two candidates -- was around 14 years and the fastest PhD was completed in two years. All four of these candidates were from the chemical engineering department. The data also shows that computer science engineers, on an average, take the longest time (6.7 years) to complete their PhDs as compared with candidates from other departments. Civil engineers take the least average time (5.1 years) to complete their PhDs.

While the general perception on campus is that researchers take about five years, a majority of them, that is, around 32%, have taken six years on average. More than 40 candidates have taken 10 or more years to complete their PhDs. The two candidates from the chemical engineering department, who took about 14 years to finish their PhDs, are deemed by professors to be one-off cases. Of the other departments, PhD candidates from computer sciences and engineering, humanities, mathematics, bio-sciences and bioengineering and metallurgical engineering, have taken more than six years to complete their research. Civil engineering and earth sciences department candidates have taken the least time as compared with the others.

Devang Khakhar, director of the institute, said that different departments have different range of time taken to complete Ph Ds. It also depends on the subject of research, he added. "The part-time Ph D candidates, which make up for a significant number, take longer than the others as the candidates are also doing jobs. The institute does not have a segregated list, but we will soon work on it and have a better analysis," said Khakhar.

Though the students have taken data available with the institute from 1990, not all PhDs before 1999, have uploaded their theses online, therefore the data before 1999 is incomplete. The analysis is based on data available online, said one student. "There's a lot of data in the institute from various sources, and we thought it would be interesting if we present it in a visually intuitive way. There's tremendous scope for such analysis, and it'll throw interesting insights into various things," " said Mihir Kulkarni, one of the editors of Insight.

Despite Make in India, manufacturing sector feeble for IIT placements

Yet, the economic slowdown and weakened job scenario mean responses from core manufacturing firms have begun dwindling

http://www.business-standard.com/article/companies/despite-make-in-india-manufacturing-sector-feeble-for-iit-placements-115111100634_1.html

The government has announced an annual corpus of Rs 250 crore for 'Make in India' research work across all Indian Institutes of Technology (IITs), but the success of the campaign has not translated into better placements by the core manufacturing sector.

From an increase in the number of invites to pushing for Day-1 slots during final placements, the IITs have been trying to tap the core manufacturing sector, buoyed by Prime Minister Narendra Modi's 'Make in India' campaign. Yet, the economic slowdown and weakened job scenario mean responses from core manufacturing firms have begun dwindling.

According to IITs, the ideal share of profiles emerging from the core manufacturing sector, which includes the likes of engineering, procurement and construction, infrastructure, automobiles, as well as research & development (R&D), tends to be 50-60 per cent, a trend seen last year, too.

This year, however, responses from companies from the sector that are being invited for final placements have not been so bullish.

Based on the responses so far, IITs anticipate the share of profiles from the core manufacturing sector to be anywhere between 35 per cent and 50 per cent. However, in a bid to counter the trend and hoping to cash in on Make in India, IITs have been inviting more firms since last year.

"A trend we have noticed so far is that the core manufacturing sector is not so bullish about placements this year. Ideally, we would like the core sector profiles to be 50-60 per cent of the total profiles. Last year was particularly good with the core sector (including R&D and other technical roles) being around 60 per cent of the total profiles offered. This year, it is likely to be around 50 per cent," said V Babu, advisor (training & placement) and professor, department of mechanical engineering at IIT Madras.

On the other hand, IIT Kharagpur sources peg the share of profiles from core manufacturing sector this year at 35-40 per cent, against 50 per cent last year.

Efforts to reach out to the manufacturing sector had begun last year when IITs, like the one in Mumbai, decided to offer Day-1 placement slots to manufacturing companies, alongside consulting and financial firms.

This year too, IITs in Chennai and Kharagpur confirmed similar efforts to ease placement process for the manufacturing sector will continue this year.

"We have encouraged many manufacturing companies to come and also asked students to give them favourable slots," said Babu.

However, apart from a weak job scenario, the other reason for a decline in core manufacturing profiles is uncompetitive compensation packages.

"Students at IITs usually expect competitive compensation (annual) packages between Rs 12 lakh and Rs 18 lakh. However, most of the core manufacturing sector this year have shown an indication of packages in the range of Rs 5-8 lakh or at the most Rs 10 lakh. Unable to match student expectations, some of the firms have evinced interest in recruiting from other engineering colleges, including National Institutes of Technology," said an institute source at IIT Kharagpur.

So far, the institute has invited about 350 firms across sectors, with a large share from the core manufacturing sector. Of these, 200 firms have expressed willingness so far to participate in the final placements.

Meanwhile, among the top sectors during final placements this year, IITs anticipate data analytics and technology profiles from regular marquee firms like Google, Microsoft, Qualcomm, Samsung and Oracle, among others, to rule the roost.

CHALLENGING EXPECTATIONS

- Ideal share of core manufacturing sector among all profiles: 50-60%

- Anticipated share: 35-50%

- IITs ask students to choose better slots like Day 1 for core manufacturing firms

- Manufacturing firms find meeting students' expectations of compensation a challenge

- Students expect Rs 12-18 lakh yearly; most of the firms look at offering Rs 5-10 lakh