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IITs Eyeing Finance, Core Sector, Analytics for Placements

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New Delhi: With almost a fortnight left for the placements to kick off at the Indian Institutes of Technology (IIT), the buzz is around finance, technology, software, analytics and core sector companies. Unlike last year, where startups and ecommerce companies offered one of the highest jobs at the IITs, the bumper offers this year are expected from the above sectors.

To cover up for the loss of startups/ecommerce companies this year, IITs are instead roping in new companies in the financial, analytic consulting, technology and other core sectors (core to the branches).

"We are concentrating on core companies in all the branches and are trying to give the students enough options," said a person at the IIT Bombay student placement cell, not wan-

ting to reveal his identity. Among the new companies visiting IIT Bombay for the first time are HSBC, Mastercard, Vedanta and GE Digital.

"From last year, we have been focusing on core sector companies and this year the focus has only increased," said the same person at IIT Bombay.

At IIT Roorkee, among the new companies that have registered this year include Capital Dynamics Sdn Bhd, Hyundai Motor India Limited, Ford, Sears, Tesco, Steel Strips Wheels Limited. "Most of these companies belong to the core sector. This year, our focus at IIT Roorkee is on core sector companies and we expect that 30% of the offers would come from this sector alone," said IIT Roorkee, professor in charge training and placement, NP Padhy.

"Last year, IT/software and startups were the two sectors that offered highest offers," said a student at IIT

Kanpur placement cell. At Kanpur, startups/ecommerce is being replaced this year by financial services and analytics.

IIT Kharagpur has invited only a dozen startups and ecommerce companies this year. The key sectors at

Actually, many IITs have not even invited startups and ecommerce companies due to low interest among students

Kharagpur this year are analytics and core sector companies. "This year, we see a bigger trend in business analytics as more and more companies (all domains) are focusing on big data analytics," said Debasis Deb, chairman of IIT Kharagpur's Career Development Centre. Deb is confident of placements doing well this year despite startups out of the scene this year.

Actually, many IITs have not even

invited startups and ecommerce companies due to low interest among students. Last year, IIT Bombay had invited over 50 startups and ecommerce companies compared to over 10 this year.

IIT Kanpur, too, is refraining from inviting startups this year. "So far, we have not invited any ecommerce company or startup," said a representative at IIT Kanpur placement cell. In addition to startups and ecommerce, the offers from management consulting companies are also likely to take a dip this year at the IITs.

"There are fewer offers being made by consulting firms this year. The decline in offers from consulting companies could be as low as 40%," said an official at IIT Guwahati. But like other IITs and IIMs, IIT Guwahati is also focusing on companies from other sectors like analytics, technology, finance and IT.

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आईआईटी मुंबई से अनुबंध : ओपन सिस्टम सॉफ्टवेयर से होगी पढ़ाई प्रदेश के 104 कॉलेज में आरंभ होंगे ऑनलाइन सर्टिफिकेट कोर्स

रक्तिम तिवारी

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अजमेर, प्रदेश के 104 कॉलेज में अब ऑनलाइन सर्टिफिकेट कोर्स शुरू होंगे। विद्यार्थी अपने मर्जी से एक या इससे ज्यादा कोर्स चुनकर ऑनलाइन पढ़ सकते हैं। कोर्स पूरा करने पर बाकायदा उन्हें सर्टिफिकेट दिया जाएगा। विद्यार्थियों को ऑनलाइन पढ़ाई की सुविधा देने के लिए कॉलेज

प्रभारी देंगे विद्यार्थियों को जानकारी

कॉलेज शिक्षा आयुक्त आशुतोष ए.टी. पेडणेकर के अनुसार ऑनलाइन कोर्स के लिए कॉलेज में प्रभारी नियुक्त होंगे। यह प्रभारी विद्यार्थियों को जानकारी देने के अलावा उनका मार्गदर्शन करेंगे। कॉलेज में समिति का गठन भी होगा। यह सुविधा निशुल्क मुहैया कराई जाएगी। कॉलेजों को कोई बजट नहीं मिलेगा।

शिक्षा निदेशालय ने आईआईटी मुंबई से अनुबंध किया है। कॉलेज विद्यार्थियों को फ्री ओपन सिस्टम सॉफ्टवेयर के माध्यम से

पढ़ाई का अवसर मिलेगा। प्रदेश के कॉलेजों में कला, वाणिज्य, विज्ञान, सामाजिक विज्ञान, विधि और अन्य संकाय के स्नातक और

स्नातकोत्तर पाठ्यक्रम संचालित है। प्रथम, द्वितीय और तृतीय वर्ष तथा स्नातकोत्तर स्तर पर विद्यार्थियों के लिए साल में एक बार परीक्षा देकर पास होने का ही विकल्प है। प्रदेश के किसी विश्वविद्यालय में ऑनलाइन कोर्स में पढ़ने, और परीक्षा देकर त्वरित डिग्री का प्रावधान नहीं है। जबकि देश में कई आईआईटी और विदेशी विश्वविद्यालयों में यह सुविधा है।

Of all metros, Chennai most vulnerable to climate hazards: IIT-B Study

<http://timesofindia.indiatimes.com/city/chennai/Of-all-metros-Chennai-most-vulnerable-to-climate-hazards-IIT-B-Study/articleshow/55485668.cms>

CHENNAI: Which city will wilt under the effects of climate change first? For a clue, there is nothing in the answer for Chennaites to rejoice. Chennai is more vulnerable to climate hazards compared to metros such as Mumbai, Pune, Bengaluru and Delhi, mainly due to high population density and built-up area, an IIT-Bombay research paper has said.

The paper, 'Assessing socio-economic vulnerability to climate change: A city-level index-based approach' by IIT-Bombay professor Trupti Mishra and PhD student Krishna Malakar, published earlier this year, attempted to develop indices, indicating the vulnerability to climate change and environmental hazards. It covered 11 Indian cities in different bio-climatic zones.

This index, the authors said, could assist in urban planning and effective disaster management. The indices helped rate the cities' capability to cope with a natural hazard in the context of its infrastructural, technological, social, financial and spatial capabilities.

Among the five parameters, Chennai fared well in infrastructure, technology and finance but was the weakest in the social and space aspects. The social index, as defined by the authors, referred to the inequity in society - populations belonging to weaker sections of society who either had little access to resources or were restricted by their physical incapability. They remained vulnerable due to the city's social structure, the authors said.

The space index looked at built-up area. The greater the built-up area, the more would be the economic loss due to damage and the higher the population density the more the competition for resources after a disaster.

The paper said greater built-up area might lead to 'poor run-off in case of floods and hence is an important contributor to a city's vulnerability.' Open spaces or lower built-up area 'can help in water percolation and can facilitate ground water recharge.'

The CMDA would soon identify areas in the city vulnerable to flooding, said K P Subramanian, former professor of urban engineering at Anna University. "They are studying catchment areas and low-lying areas through scientific mapping, taking into consideration rainfall, past flooding, run-off, topography, soil and other factors," he said. He said henceforth development regulations should stipulate that 'un-built areas should be maintained as parks, playgrounds and open spaces.'

Jayashree Vencatesan, co-founder of Care Earth, a Chennai-based biodiversity research organization, said, "The city of Chennai is more vulnerable to natural calamities compared to Hyderabad, Bengaluru, Pune or for that matter Mumbai simply because of its geographical location on the east coast. The city faces the warmer sea, the Bay of Bengal. So, naturally, Chennai is vulnerable, which is not the case with Mumbai." The vulnerability coincides with the north-east monsoon, which occurs between the months of October and December. This is a regular and recurrent feature. In the past few years, the buffer present in the inland areas had been compromised and structures had come up. This also added to the problem, making the city more vulnerable to such natural calamities, she said. Environment journalist Gopi Krishna Warriar said between the 2001 and 2011 census, Chennai city recorded the highest growth in urban population in the country. Much of this new population had inhabited the low-lying areas of South Chennai, where the IT infrastructure developed in the past decade. These developments choked the water channels and storage tanks of the city, making it more vulnerable to natural disasters, he said.

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India Inc Innovates With Learning

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Bengaluru: Nearly 20 senior leaders at IT solutions company Mphasis listened with rapt attention as external coaches taught them how to use the art of storytelling to communicate better, with not just employees but also clients.

The objective of the two-hour programme organised by the company in August was clear – to use the power of words and the gift of weaving them into conversation to better relate with others.

“It was an experiment that worked well for us. Storytelling creates a real emotional connect and the benefits are being seen through higher levels of engagement,” Puneet Bhirani, chief people and administrative officer at Mphasis, told E.T.

The company wants to extend this training to at least 300 leaders by March next year. It is also driving cornerstone values through puppetry programmes, another experiment that Bhirani said is creating a tangible impact.

Mphasis is not alone. Companies across sectors are fast realising that with millennials accounting for almost half the workforce, teachings must be made more contemporary.

“It’s important to bring in freshness to learning from time to time, to revise conventional methods of teaching. A novelty factor, which may

or may not have a big impact in the long run, definitely creates exhilaration for employees,” said Pallavi Jha, managing director at Dale Carnegie Training India.

Yes Bank, aside from gamification learning modules that offer an immersive learning experience for employees, has a theatre-based learning programme. Employees learn from this offbeat and lively medium, one that invokes a behavioural change in them and boosts their self-confidence. “New ideas are essential if learning has to take place,” said Deodutta Kurane, group president for human capital management. The bank also organises team-building activities where each employee participates with a drum; the rhythmic thumping helps them learn the tenets of teamwork, coordination and collaboration.

At NetApp, professional theatre artists came in from The Actors Institute, London to interact with the leadership team and teach it how to handle an audience.

“The workshop brought a fresh perspective to effective communication with theatre actors as trainers. Attendees were also asked to create a story, using common metaphors like ‘tug of war’ and ‘give a gift,’” said Sonali De Sarker, director of human resources at NetApp India.

It’s not just theatre and storytelling. Other companies are experimenting with cinema, outdoor activities and board games in an effort to increase the recall value of teachings.

Mahindra Comviva has screened movies such as The Karate Kid and 12 Angry Men to teach coaching and group dynamics respectively. These con-

Doing Things Differently

Mphasis brings in external coaches to teach leaders how to use storytelling as a technique to communicate

Yes Bank has a theatre-based learning programme

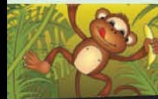


Thomas Cook India has built business scenarios into the format of a board game



Mahindra Comviva screens movies to teach employees about coaching and group dynamics

EY is summarising lengthy case studies into short animated videos



Sasken Communication Technologies takes its manager-level employees out for adventure camps

nect real emotions to learning and implementation, executives said.

At Thomas Cook India, business scenarios are built into the format of a board game to better help the learning of employees who understand the travel industry but need their business acumen sharpened. Hypothetical situations are presented to participating teams, helping employees creatively experience different contexts.

“Today, engagement and training need to be much more innovative and experiential in nature than before. We have enhanced our learning processes through activities that include drama, music, interactive board games and simulations,” said Mona Cherian, head of human resources at the Mumbai-headquartered travel and travel-related financial services company.

Consulting firm EY has recently

put in place role-playing. Employees take on different characters and tackle issues related to corporate dynamics.

“We’re also trying to be more innovative in the way we tackle case studies,” said Sandeep Kohli, national director at EY. “These studies are often long and we found that all employees were not necessarily always up to date on them. So we’re now summarising them into animated videos, injecting a bit of humour to brighten up an otherwise conventional task,” he said.

The company has also started sending out comic strips to employees, post-learning and development programmes, to reinforce the teachings. The effects, Kohli said, have been phenomenal, building better recall.

India Inc also recognises the value of the outdoors. Yes Bank runs heritage walks as part of its induction programme, helping new recruits imbibe organisational values in an outdoor environment.

Sasken Communication Technologies is also thinking beyond the four walls of the office. It takes managers out for adventure camps to help build leadership and team management capabilities.

“In today’s scenario, a mix of traditional and out-of-the-box thinking is necessary to keep employee interest levels high. We always consider a combination of classroom and outdoor activities, to encourage physical and mental well-being,” said Swami Krishnan, vice-president of employee engagement and development, Sasken Communication Technologies.

Meanwhile, consumer goods company Marico has given the classic ‘case study method’ a twist. The company creates short stories using real-life cases on ethics and governance that help bring alive real-life dilemmas, challenges and moments of truth. “The collective debate and conclusions bring out the multiple perspectives around an issue and help members learn to deal with such matters appropriately,” said Ashutosh Telang, chief human resources officer.