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Title : INSTITUTIONS RESENT AICTE'S MANDATORY JOURNAL ORDER

Author : Chetan Chauhan chetan@hindustantimes.com

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INSTITUTIONS RESENT AICTE'S MANDATORY JOURNAL ORDER

Chetan Chauhan

chetan@hindustantimes.com

NEW DELHI: The bid of technical education regulator, All India Council for Technical Education (AICTE) to push for quality by prescribing mandatory online journals has faced resistance. Private institutions say it's meant to provide business to foreign journals.

The AICTE has, for the first time, prescribed mandatory subscription of foreign e-journals on computers, engineering management etc. The annual subscription costs of these journals vary from \$ 1,000 to 6,500.

"Private institutions will be providing business worth ₹1,500 crore to these foreign publishers just because of the AICTE order," said chairperson of a Punjab based private educational institution. The Educational Promotion Society of India (ESPI) described the decision as "whimsical".

AICTE chairman S S Mantha retorted, "These institutions spend so much on granite flooring and air-conditioning but cannot spend money on procuring world class journals, which will ensure quality in education."

Mantha also refuted the claim that it will increase costs for students saying that the private institutions charge a hefty library fees but fail to provide quality reading material. "The council has negotiated with these publishers and managed discounted prices, he said.

The private institutes are also furious as they were not consulted. "The stakeholders in such a decision have not been consulted," Harivansh Chaturvedi, alternate president of ESPI said, in a letter to HRD minister Kapil Sibal.

The journals prescribed by AICTE are also subscribed to by IITs and IIMs. "They help students remain updated on what's happening in their respective fields," an IIT director said.

AT WHAT COST?

Annual subscription cost of the journals prescribed by AICTE:

- IEEE: \$ 4980
- Wiley-Blackwell: \$ 2,050
- McGraw Hill: \$ 1969
- Elsevier: \$ 6,500
- ASTM digital library: \$ 1100

Free Press Journal Indore 24.11.11, p-3

• *Industry-Academia Conclave*

IIT Indore gears up for its biggest event

• **OUR STAFF REPORTER**
Indore

At a time when IT giants such as Tata Consultancy Services (TCS) and Infosys are planning to set up their centres in the city, the Indian Institute of Technology Indore has announced an 'Industry-Academia Conclave', the institute's biggest event since its inspection.

The conclave, to be held on January 21-22, is expected to be attended by representatives of top-notch companies, especially IT companies such as TCS, Infosys, Wipro, a few to name.

The summit is aimed at bringing together experts from the industry to discuss the most critical issues about the gap in industry and academia today and try to bridge this divide. It would also encourage the exchange of productive ideas and perspectives, thereby, create a strong linkage with the industries.

"The conclave features a confluence of company representatives, academia and students to evolve innovative solutions to vital issues looming in the realm of in-

TAKEAWAYS

- The conclave would provide a platform for companies to present their views on upcoming topic that can transform educational scenario.
- Representative of topr notch companies would be able to confer directly with IIT faculty and other company representatives, thereby facilitating an exchange of perspectives.
- It would strengthen industry-institution bonds and engender symbiotic partnerships.
- Students would be able to gauge the industry requirements and determine the skill that companies seek which in turn would assist companies in fostering perspective employees.
- The conclave would also serve as an ideal platform for an effective and refined schema to emerge and find its place in other academic institution all over India.

dustry and academia alike," the IIT Indore says.

While rapid advances in technology are changing to-

day's workspace and increasing the demand for highly skilled workers, the institutes are failing to produce students having the knowledge to make the best use of the swiftly evolving technology.

"Students churned out of the static academic system are not equipped to meet the current industry requirements and often companies have to incur additional expenses (time and money) to train new hires," the IIT Indore observes.

"As industries look to colleges to fill job openings, institutions are feeling the pressure to update their academic system to be in tune with the industries. Hence, an urgent need to take proactive steps has been felt to enhance the employability of engineering graduate workforce and make them industry ready. The Industry Academia Conclave would cater to the solutions." The Day 1 of the summit is dedicated to Computer Science & Engineering and Electrical Engineering disciplines while the Day 2 is for Mechanical Engineering discipline.

ICARUS PHYSICISTS' STUDY UPHOLDS EINSTEIN'S THEORY OF RELATIVITY

Scientists reject rivals' light-speed claims

STEVE CONNOR

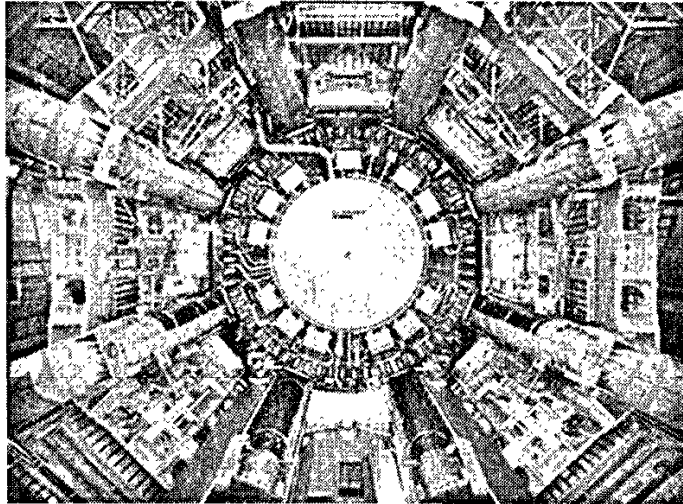
A study showing that sub-atomic particles can travel faster than the speed of light — thereby overturning more than 100 years of theoretical physics established by Albert Einstein — must be wrong, according to a rival team of physicists.

Last September, scientists involved in the international Opera experiment said that a beam of neutrinos had arrived 60 billionths of a second faster than light would have travelled from the underground particle physics laboratory at Cern in Geneva to the Gran Sasso facility in Italy, 466 miles away.

Over the weekend, the Opera scientists said they had repeated the experiment with minor modifications to the length of the particle beam to take into account a possible source of error. They said they found the same result — neutrinos that could travel faster than light.

Under Einstein's theory of relativity, nothing can travel faster than the speed of light. Otherwise, it would be possible to travel through time.

Now a second group of scientists, part of the Icarus collaboration, has re-



Under Einstein's theory of relativity, nothing can travel faster than the speed of light. Otherwise, it would be possible to travel through time.

analysed the same beam and concluded that the particles could not have travelled faster than light speed without exhibiting a fall in energy levels, which was not detected.

The re-analysis of the same neutrino beam by the Icarus group of physi-

cists is the first serious study to question the "faster-than-light" findings that have astonished and confounded scientists in equal measure. Physicists involved in the Icarus collaboration have posted the new interpretation of the Opera's results on a scientific web-

site stating that the neutrinos would have lost discernible amounts of energy had they travelled faster than the "universal constant" of light speed — about 186,282 miles per second.

As this was not the case, the particles could not have travelled faster than light, the Icarus team said. "Our results therefore refute a superluminal (faster than light speed) interpretation of the Opera result."

Tommaso Dorigo, a high-energy physicist at Cern who was not part of the Icarus group, said that the Icarus study was "very simple yet definitive" in refuting the almost heretical notion that sub-atomic particles could travel faster than light.

"The Icarus result says that the difference between the speed of neutrinos and the speed of light cannot be as large as that seen by Opera, and is certainly smaller than that by three orders of magnitude and compatible with zero," Dr Dorigo said on his blog. A definitive answer to the question of whether the Opera results hold water may have to wait until next year when scientists involved in the Minos consortium will carry out similar tests with American particle accelerators in Illinois.

— *The Independent*

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P-12

Jim Al-Khalili

Two European labs — Cern in Geneva, and Gran Sasso in Italy — have collaborated in a study of the behaviour of subatomic particles called neutrinos. These tiny entities barely weigh anything at all, don't have electric charge and can travel through solid matter. In fact, billions of neutrinos, mainly produced in the sun, are at this moment streaming through your body without you noticing.

Opera (Oscillation Project with Emulsion-tRacking Apparatus, if you must know) is the name of a large instrument at Grand Sasso that can catch a tiny fraction of these elusive particles. In September, its scientists announced they had measured a beam of neutrinos arriving so fast that they must have been travelling faster than the speed of light. Although this was only 60 billionths of a second quicker than light over the same distance, it was still an incredible result.

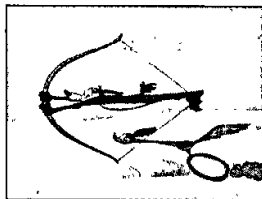
According to the laws of physics, nothing can exceed the speed of light,

Need for some more speed

Can neutrinos really travel faster than light? We'll need to be patient to find out

an impressive billion kilometres an hour. The crucial point isn't that light is so special but rather that this speed limit is written into the fabric of space and time.

But what if Einstein was wrong? Is there a way of understanding the findings of Opera? The whole point of a scientific theory is that it's there to be shot down, to be shown to be false by new experimental evidence, or to be replaced with a more accurate theory. But extraordinary claims require extraordinary evidence, and the scientists working on Opera are the first to admit they have no idea how their result is possible. They



• Two time travellers

also know where potential faults in the experiment still lie and, so far, they have ruled out one systematic error. But they admit there may well be others.

After the media hype claiming Einstein was wrong came the next twist in this drama.

A rival experiment at Gran Sasso, called Icarus, also captured some of the Cern neutrinos, but it measured their energy rather than journey time. If the neutrinos were indeed superluminal, they would have to be emitting radiation throughout their journey and hence losing energy. Not doing so would be a bit like an aircraft that manages to

break the sound barrier without a sonic boom. It just shouldn't be possible. The Icarus collaboration announced this week that they found no evidence of this radiation, since the neutrinos arrived at their destination with the same energy as when they had left. They could not have been travelling faster than light.

The point is that Icarus no more proves Einstein right than Opera proves him wrong. A proper test would involve a new experiment carried out independently by another lab, and plans are underway in Japan and the US.

I'd love it if neutrinos could indeed travel faster than light. Such a discovery, if confirmed, would be heaven for physicists around the world: blackboards will be scrawled on, heads scratched, and Nobel prizes in the offing for a new Einstein. But my money is still on Einstein. He was, after all, pretty smart. And I am not prepared to rewrite my lecture course on relativity just yet. But what fun, eh?

The Guardian

B-School Offers Cross Crore-Mark

HEADS UP: Fears of multinational companies staying away and of whittled-down salaries aren't playing out on campuses just yet. Students at three top-ranking management institutes have received five offers of over ₹1 crore

TEAM ET
MUMBAI | NEW DELHI

Core-plus salaries have kept their date with B-school campuses, allaying apprehensions that a worsening global economy will keep multinational recruiters away this academic year. So far, two Indian Institutes of Management (IIMs) and Hyderabad-based Indian School of Business (ISB) have received at least five offers of over ₹1 crore, raising confidence levels, two people associated with foreign recruitment said.

The number of crore-plus offers is expected to remain the same this year because the IIMs have seen a healthy rush of companies queuing up for summer internships. "Recruiters will not stop hiring nor will they cut salaries and take a hit on their brand image. We expect an 8-10% increase in salary for roles in India," says T Muralidharan, IIM-A alumnus and chairman of TMI Group, an HR firm.

The top recruiters will maintain their salary packages for foreign locations. "Global economies are passing through a tough phase and companies do not offer increments abroad, but they will continue to lure candidates with an attractive starting salary," he added.

Deutsche Bank has given pre-placement offers to three IIM students so far, one more than the number it recruited last year. Swiss pharma multinational Novartis has hired two students from ISB this year, paying them dollar salaries which cross ₹1 crore. Novartis, an ISB regular, is

learned to have offered \$120,000 as salary and \$70,000 as bonus to the two ISB students, who will be hired as financial analysts attached to the CFO's office in Basel. ISB did not confirm the offers. The institute said in an email response that it was too early to talk about any kind of salary figures as the rolling placements process has just commenced.

"Goldman Sachs, Boston Consulting Group, McKinsey and Cargill Foods too are in the process of hiring," said one person in the know of ISB placements. Parthenon Group, a global strategic advisory boutique, which made highest domestic offer of ₹32 lakh at ISB last year for its Mumbai office, is likely to make a ₹1 crore-plus offer to an ISB student for its London office, he said. Final placements begin in the third week of January.

Campus salaries are considered to be the main differentiator while deciding the B-school pecking order. Most institutions underplay top salaries and highlight their pedagogy. IIMs and top B-Schools do not give out individual salary details. Though IIM Ahmedabad has started giving out audited salary data, top recruiters have refused to disclose pay offerings to the institute, citing confidentiality norms. IIM Calcutta gives out the average salary offered to the batch, but IIM Bangalore does not share any salary figures.

The placement season is still two months away, but a few foreign recruiters prefer to hire towards the year-end. Hiring of fresh MBAs suffered in 2009 in the aftermath of the global financial crisis, when investment banks known for top-order salaries kept off B-schools.

Indian B-schools follow a student-driven recruitment process wherein representa-

tives are elected to placement cells headed by a professor. Placement committees in most institutes have worked overtime this year, reaching out aggressively to regular and first-time recruiters, thus covering themselves against a possible full-blown downturn early next year. As a result, most IIMs saw a normal stream of companies for summer placements, a process of picking up first-year students for two-month internships.

Summer internships are important as there are chances the company will retain the intern after he completes the MBA programme. B-schools were concerned about the internships two months ago.

"We believe regular recruiters will come, but the number of offers per firm may go down as new investments are not coming in. Expansion plans of a number of companies have been postponed. We fear students may not have a flow of offers like last year," a placement committee member of a leading IIM told ET before the beginning of summer placements. He did not wish to be named.

The IIMs, however, fared well during summers. IIM-A witnessed 115 companies, including 13 new recruiters, participating in its summer placements which concluded last week. IIM Bangalore too had 40 new recruiters this year mainly from FMCG, technology, services and manufacturing sectors.

IIM-B received 464 offers from 123 companies for 368 students. IIM-Kozhikode also saw 35 new recruiters participating in the summer placements. A total of 108 firms offered internships to 343 students at IIM-K. IIM Lucknow received 583 offers for its batch of 434 students in six days.

An IIM-A graduate, who completed the course last year, says hiring will be company-, and not sector-specific. "A number of investment banks are reducing their headcount. On the other hand, some are making crore-plus offers too," he says.

A Warm Place

Big Paymasters (PPOs)

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Summer Placements Across IIMs

IIM AHMEDABAD

115 COMPANIES came calling, including 13 new recruiters

SUMMER PLACEMENTS ended last week. Company-specific hiring seen likely

IIM BANGALORE

IIM-B received 464 offers from 123 companies for 368 students

40 NEW recruiters dropped by this year, mainly from FMCG, technology, services and manufacturing

IIM KOZHIKODE

108 FIRMS offered internships to

343 students

35 NEW recruiters participated

IIM LUCKNOW

RECEIVED 583 offers for 434 students in six days



ARINDAM

Textbooks take a big leap to digital

CHRISTOPHER
F. SCHUETZE
PARIS, NOV. 24

Amazon, which got its start selling books online, announced this year that, for the first time, its digital books had outsold paper books. This trend of going digital does not hold true for all books: While many popular consumer books have successfully made the switch into the new format, textbooks are still widely read on paper.

Textbooks are gaining, though, as publishers take advantage of the popularity of tablets like the Kindle and iPad, expanding their catalogues and offering products like rental digital books that expire after a semester or two.

The potential for digital growth is leading publishers to experiment with products that stretch the boundaries of traditional textbooks, slowly turning away from static text and images toward a multimedia, intuitive approach, publishers say.

"Textbooks as e-books ought to be seen as a stepping stone to the future," said Mark Majored of Taylor and Francis, a textbook publisher in Britain.

Digital textbooks are any books that can be downloaded to an e-reader or computer or those that can be read online using a Web browser. While no one keeps precise numbers of digital textbook sales globally, a number of companies have seen similar growth patterns and nearly identical market share.

According to the Student Monitor, a private student market research company based in New Jersey, about 5 per cent of all textbooks acquired in the autumn in the United States were digital textbooks. That is more than double the 2.1 per cent of the spring semester.

Simba Information, a research company specialising in publishing, estimates that electronic textbooks will generate \$267.3



million this year in sales in the United States. That is a rise of 44.3 per cent over last year. The American Association of Publishers estimates that the college textbooks industry generated a total of \$4.58 billion in sales last year.

Kathy Micky, a senior analyst at Simba, said digital textbooks were expected to be the growth driver for the industry in the future." Her company estimates that by 2013, digital textbooks will make up 11 per cent of the textbook market revenue.

Though some textbook publishers made some of their textbooks available in digital formats a decade ago, it is only recently that the market has picked up. Responding to the new demand, many academic publishers have made

almost everything they sell available in electronic format.

"All of our books are available as digital," said Bruce Spatz, head of digital development at John Wiley & Sons, a major academic publisher.

Early textbook digitalisation attempts were also focused more on specialised textbooks. But now publishers are looking at wider markets, focusing on broad subjects and students just now entering college.

"In general where the most money is made is in the introductory market," said Ms Mickey, noting that publishers were now focusing on supplying textbooks for first-year, introductory and core subjects — for courses taught to many students.

Other entities expanding

into the market include Chegg, a major paper textbook rental company in the United States, which started offering digital, downloadable books this year. It announced in August that it planned to expand to become what it called one of the most comprehensive electronic textbook retailers in the United States.

CourseSmart, a partnership of five major U.S. textbook publishers that offers some 90 per cent of textbooks used at North American universities online, announced its intention to expand overseas this year.

Perhaps the biggest change could come from the rise of electronic rentals. Digital textbooks can be made to expire — often between six and 18 months after the initial

purchase — which means they cannot be resold like traditional books. Most digital textbooks also only license the first owner, and sophisticated software ensures that copies cannot be passed around. These measures help ensure that prices for digital textbooks stay well below the cost of the paper versions, publishers say, even though those who print traditional paper books might take issue with that.

"It might be a problem for the printers, but it isn't a problem for the publishers," said Bruce Hildebrand, who is in charge of the higher education sector at the Association of American Publishers.

Early this summer, Amazon announced that it was partnering with three major textbook companies to offer rentals of digital textbooks for even shorter terms.

When Amazon announced its program, which lets students rent a book even for 30 days, it said students could save 80 per cent off the price of a new printed textbook. Amazon offers a service in which future rentals of the same textbooks will give students access to the electronic notes they stored on their device while reading the rental book.

Students say digital rentals can be good and bad. "It was cheaper than actually buying the book," said Rebecca Johnson, a senior at George Mason University, who bought her first electronic textbook during her junior year. She paid about 50 per cent less for her digital textbook, which she bought directly from the publisher. But she pointed out that the digital version was not permanent.

"You have it for that class time, but you don't have it forever," Ms Johnson said. Her textbook expired 180 days after she purchased it.

By arrangement with
the New York Times

Other stories

U.S. FIRM MULLS ₹71.58 LAKH JOB OFFER AT IIT-M

N. ARUN KUMAR
CHENNAI, NOV. 24

What slowdown? Cocking a snook at naysayers, the pay packets of IIT graduates appear to be getting fatter.

US mobile game apps developer Pocket Gems has decided to make a top offer of ₹71.58 lakhs a year to Indian Institute of Technology-Madras (IITM) students clearing interviews to be held in the first week of December.

The offer is quite a leap from last year when the highest offer made to an IIT-M student was ₹47 lakhs.

The placement season will officially begin on December 1 and is likely to last till March 2012.

The number of students registering for placement has also risen, though marginally, from 1,146 to 1,174, said Mr Nagarajan, deputy registrar (training and placement) at IIT-M.

"The salary level this year has gone up with Pocket Gems offering \$1.37 lakh and Facebook \$1.25 lakh per annum. We expect the average salary per student to be higher than last year," he said.

"The number of companies visiting our institute has also shot up considerably this year, with 255 expressing willingness to recruit students compared to 175 last year," Mr Nagarajan said.