Hindustan Times, ND 04-Oct-10 p-10

High time for that roll call

Delhi University teachers have been asked to sign an attendance register. And why not?

ourtake

Most of us would agree that there is a link between accountability and performance. And, therefore, no matter which sector we work in, signing an attendance register or putting a thumb on a biometric sensor is an accepted norm. However, the Delhi University Teachers' Association (DUTA) has a different take on the issue. They say that their job is not like that of "a daily wager's" and, therefore, they cannot accept an attendance system. We don't buy this argument. This manufactured 'controversy' (which should have been nothing more than a standard human resource operation) has now taken an ugly turn with the teachers refusing to budge from their stated position and Delhi University Vice-Chancellor issuing orders that no salaries will be released until they fall in line and sign the registers. As in all such cases, the genesis of the present fight, however, lies somewhere else. The DUTA is bitterly opposed to the present vice-chancellor and his supposed "strong-arm tactics" of pushing through syllabi changes ("dilution") and clinging on to his position ("illegal occupant") when his term has ended. While the DUTA says that changes in the syllabi were done without their consent, principals of Delhi University colleges feel that the introduction of a semester system has irked the teachers because such a system means a six-month evaluation of students' as well as teachers' performance.

According to some principals, more than 20 per cent of the teachers in co-educational colleges and 10 per cent in girls' colleges don't take classes regularly. In the absence of a proper mechanism, it is impossible to keep track of attendance and discipline the truant teachers. The DU teachers, however, are not the only ones opposing such a system. Recently, Patna University teachers also protested against a similar effort to check teachers' absenteeism. Panjab University teachers 'rejected outright' a system for students to evaluate teachers and the facility of online checking of attendance.

Delhi University, an 88-year-old institution, is one of the premier universities of the country. On an average, a DU teacher earns between ₹90,000 to ₹1 lakh per month. So will it be wrong to say that it is the right of every student and taxpayer to insist on accountability? The 'guru-shishya parampara' model is all very fine, but teaching, like any other vocation, is a professional service. So while teachers must get salary commensurate to their abilities, they should be totally fine about clocking in and clocking out like the rest of us. As the two warring sides gird up for the next round, there is, at least, unanimity on one score: they want Human Resource Development Minister Kapil Sibal to step in. That makes eminent sense.

A win-win way out

Our education system churns out unemployable graduates. Private firms should be made partners in the development of key skills, writes K. ANJI REDDY

The Commonwealth Games (CWG) fiasco is nothing but an extension of our *jugaad* mentality — the concept of somehow making things work, of cutting corners, of compromising on quality. We are a little miffed when foreigners like the Duke of Edinburgh criticise our cut-and-paste jobs, and he has, indeed, on more than one occasion. But we still refuse to relinquish our penchant for patching things together and hoping that they will work. This same *jugaad* has pervaded our educational system, which is designed like an inverted funnel and aimed only at making the bulk of people literate. But what about making them employable, entrepreneurial or self-reliant?

Look at our demographics. We have over 65 per cent of Indians below the age of 35 and a staggering 600 million under the age of 25. This is almost thrice the entire population of Britain, France and Germany put together! And by 2020, it is estimated that the average age of Indians will be 29 years. In such a scenario, how is it even possible for governments to provide jobs to these growing millions? Well, it's a different matter that we have surplus food but can't feed our population, let alone equip it with the proverbial fishing skills.

But with a little imagination, there are solutions, which don't require huge budgets or path-breaking innovation. With less than the money spent on the CWG, and with slightly better planning, we can make every Indian a bread winner. We can indeed pave the way for a shining rather than whining India. All it needs is a grand alliance between the State and the private sector for an affirmative action plan to provide skills to India's youth. It's time now for a Skill Bill — one that makes it almost a right to ensure that children attain grade-specific competencies and youth a few basic skills, be it spoken English, computer or financial literacy, sales orientation or technical skills of the employable kind. This will make them more confident and more likely to successfully earn a livelihood. Considering that, even today, 60 per cent of children studying in Grade 5 cannot do Grade 2 maths, the Human Resource Development (HRD) ministry may want to consider a proactive approach to save India's demographic assets from becoming non-performing assets.

> **IF A REASONABLY SUCCESSFUL NREGA COULD BECOME SO POPULAR IN PROVIDING WAGES TO UNSKILLED LABOUR, THE SAME COULD BE EXTENDED TO ENHANCE THE VALUE OF OUR HUMAN CAPITAL BY IMPARTING SKILLS TO THE YOUTH**

My company's Naandi Foundation started a programme called Livelihood Advancement Business School (LABS) in 1996. The idea was to select and admit unemployed youth for a short-term skills course that will enhance their chances of employability. The course covers all the basics that our education system has been failing to provide — spoken English, finishing school skills, confidence and personality development, all through a common curriculum. Electives include aptitude-based courses in healthcare, financial services, retail, housekeeping and many such market-centric courses, to capture the imagination of new-economy employers in sectors like information technology, retail etc. We soon found that supply, not demand, will be a constraint.

Accordingly, in the last few years a lot of these youth were placed in the private/organised-sector jobs. Another section are being trained to become micro-entrepreneurs to grab the burgeoning opportunities in the allied-services sector. These include trained home-keepers, nursing atten-

■ **Gainfully unemployed: Streetchildren in a Mumbai park**   REUTERS

dants, nannies, finance and insurance sales force, etc. We have scaled it up by partnering with all the state governments and the rural and urban ministries.

Thus, LABS has been able to provide livelihood to people in 22 states in India, and employment to over 215,000 'unemployable' youth, till date. Often, at a per capita expenditure of $100. In the next two-three years, we will touch the million-jobs mark! If this could be done by one company, one can visualise the potential of a concerted plan of action.

The public-private partnership required for this will be less complex than the huge infrastructure projects currently executed. There are two broad policy prescriptions that will be required. First, from Grade 8, all children will have electives that impart specific skills — both mandatory 'soft skills' like spoken English, grooming and personality development; and optional 'hard skills' like technical know-how, hospitality, sales, healthcare and ITeS-related, etc. Look at infrastructure. Despite the boom, we don't get qualified crane drivers or heavy equipment drivers despite salaries of over ₹15,000 per month.

The second will be a test of the government's political will. If a reasonably successful Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) could become so immensely popular in providing wages to the unemployed for their unskilled labour, the same could be extended to enhance the value of our human capital by imparting skills to the youth. A new policy could extend the MNREGA idea in the form of vouchers, which the youth can encash to earn a skill in private sector-led programmes.

Instead of paying wages like under MNREGA, the government can give a scholarship/fee vouchers of ₹5,000 per unemployed, unskilled youth, asking them to join skill schools set up by the private sector, like the affirmative action school of the Mahindras. The one-time investment of $1 billion will create 100 million jobs, not to mention the huge return on investment for the nation.

Despite sharing the dais with Mukesh Ambani on occasions, I never got the chance to pick his brains, if not appeal to his heart, on the issue of the skill-less, listless youth of India. But I should concede the fact that there has been more than one occasion when I was tempted to counsel him on offsetting his apparent personal profligacy, as reported by the media from time to time. Till I heard the story about his Patalganga refinery, where he trained over 300,000 unskilled, unemployed youth to become carpenters, plumbers and electricians, as our billion-plus human resource couldn't provide this work force when he required. After the construction of the refinery, all of them left for lucrative careers in West Asia and Europe. I'm sure one of them will be mending the cracks in Buckingham Palace as skilled labour is becoming the most-sought-after global resource. That should be one in the eye for the Duke of Edinburgh.

K. Anji Reddy is Founder Chairman, Dr Reddy's Laboratories Ltd. and Naandi Foundation and a member of the PM's Task Force on Trade & Industry
The views expressed by the author are personal

Pankaj Vohra, Political Editor

New IITs hit by teacher shortage

Hemali Chhapia | TNN

Mumbai: Three years after seven new IITs got off the ground, they have hit a stumbling block, that of being unable to attract enough faculty. Each new tech school ought to have had 90 teachers by now, the number of positions sanctioned by the HRD ministry, but none of them has managed to reach full capacity.

Worse, most of the new colleges have not even filled up a third of the teaching po-sitions. Young bright PhD fellows looking at teaching opportunities have, naturally, preferred to join the more established institutes over the latter entrants. IIT heads say there has been a "lukewarm response" from the experienced lot of teachers from the domestic private colleges wanting to shift to a centre of excellence.

Moreover, while the new IITs are still operating out of temporary campuses, the situation is worse for the ones that are to come up in Gujarat and in Rajasthan, where state governments have failed to yet zero in on a site for the campuses. A recent reality

TEETHING TROUBLES

check conducted by the HRD ministry revealed that most of the IITs, except two, had set 2011-12 as a deadline to move to the permanent campus.

Sources in IIT-Gandhinagar said the government was not very clear on the land allotment issue and the permanent campus would come up only two years after the state handed over the site where the college could come up.

"We must now concentrate on hiring some good faculty," said a senior faculty from IIT, Mandi. Among the seven new institutes, IIT, Hyderabad has been the top choice for teachers. Director U B Desai accounts this to the institute's location. "Hyderabad is a place many people want to come to. It's no loger a Tier-II city. Also, we have placed a lot of emphasis on faculty recruitment. We have recruited some dynamic youngsters, one faculty has joined at the professor level and he is heading the civil engineering department," said Desai.

Although small in numbers, almost all the faculty in the new IITs are fresh young PhD fellows, looking at the centres of excellence as springboards for their teaching career.

School in London outsources maths classes to India

Ashis Ray | TNN

London: A north London school, Ashmount Primary, has outsourced mathematics teaching to India. And, according to BBC, pupils in this institution are improving in this subject.

Shortage of mathematics teachers in British schools has for some time presented an opportunity to Indians to teach the subject. Many of them have even immigrated to Britian to teach mathematics.

A British firm, Bright Spark Education Company (BSEC), is facilitating the online mathematics classes by teachers thousands of miles away in Ludhiana. Lessons are booked 24 hours in advance; and at a stipulated students log on and converse with their tutor over the internet.

The lessons, designed for children between seven and 16, cost £12 an hour; and parents sign up for blocks of two or five hours. The students appear to be excited about the project. BBC quoted several 10-year-olds saying this. Adam, a student, said: "It's fun because it's on the computer and not doing it on your books." Another student Rosa added: "It's fun be-

PUPILS IMPROVE

Shortage of maths teachers in British schools has given an opportunity to Indians to teach the subject...pupils are actually improving

cause you're talking to someone from somewhere else."

BSEC has employed around 100 maths graduates for the purpose, who are paid £7 an hour. One of them remarked, "I can't see the student, but I can talk. I can chat with them so it's a different way of teaching and as effective as a classroom — even more effective, so that's what I like about it."

However, teachers unions in Britain are unhappy. "I'm concerned about the precedent this is setting," said National Union of Teachers' general secretary Chris Keates. "What next? Do we do without maths teachers?" she asked.

BSEC's Tom Hooper rejected the criticism. "It's just a supplement to help kids with their maths and to complement classroom learning."

IIM-A pushes for placement reporting

**Dayananda Meitel &
Hemali Chhapia | TNN**

Ahmedabad/Mumbai: The Indian Institute of Management Ahmedabad (IIM-A) has decided to introduce placement reporting standards for all B-schools in the country to bring in greater objectivity and uniformity in the manner placement reports in B schools are projected in the media.

The decision was taken in a recruiter conclave organized by IIM-A on Friday in Mumbai. Around 160 recruiters, including those from Morgan Stanley, Standard Chartered Bank and Indian Bank, were present.

From B-Schools, placement coordinators from institutes such as IIM-Calcutta, IIM-Shillong, IIM-Lucknow, IIM-Indore, SP Jain Institute, ISB Hy-

AIMING HIGH

derabad and others were present.

Inputs were taken from placement chairs of other institutes and recruiters present at the conclave. However, IIM-A decided it would soon draft a proposal and send it to all stakeholders for further discussion.

Placements chairperson at IIM-A Saral Mukherjee said: "We'll try for a consensus among B-schools to publish the standards very soon."

The standards will have guidelines as to what details of the students' placements and the pay packets offered were to be shared with the media by the placement cell and what was the appropriate time to do so."

Referring to the general trend of recruiters offering packages in terms of Cost to Company (CTC), which is very different from what a student will actually get, Mukherjee said: "We will be requesting the companies to be clear on the components of the package like joining bonuses, one-time relocation expenses, variable components and so on, so that there can be more clarity."

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UID scheme: Biometric system will rule out fraud

What is Aadhaar?

Aadhaar is a 12-digit unique number which will be issued by the Unique Identification Authority of India (UIDAI) to all residents of the country. It's a step towards putting India in the club of more than 50 countries around the world that have some form of national identity cards. These include most of continental Europe (not the UK), China, Brazil, Japan, Iran, Israel and Indonesia. The number will be stored in a centralized database and linked to the basic demographics and biometric information photograph, ten fingerprints and iris of each individual. The number will be unique and would be available for online and offline verification and, hence, will rule out the possibility of duplicate and fake identities from government as well as various private databases.

What are the benefits of biometrics?

Apart from easy availability, the project will also rule out frauds by employing biometric techniques. Biometrics comprises methods for uniquely recognizing humans based upon intrinsic physiological or behavioural traits. So far, it is primarily used in computer science for access control. In some form, the method is also used for identifying individuals in groups who are under surveillance. Generally, biometric characteristics are divided into two main classes: physiological or those based on fingerprints, face, DNA, palm prints, iris recognition; and behavioural, which can include anything from gait or voice to typing rhythm. Aadhaar will use physiological traits — finger-

prints and iris — to issue the unique identities. The iris recognition is included because the project is aimed at encompassing every resident, which includes children for whom fingerprints might not be a reliable identification and people working at places like fireworks factories and some plantations who have got their fingerprints rubbed off.

What will be the benefits of the unique identification number?

One of the key challenges faced by people in India is difficulty in establishing identity. People have multiple identity documents, each serving a different purpose. The most important characteristic of Aadhaar is its universality and it is assumed that the biometric card with the number will be gradually accepted across the country as the identification number by all service providers and government agencies. It is assumed by the UIDAI that the card will increase the trust between private and public agencies and reduce the denial of services to people who have no

identification. The number will also hopefully reduce the hassle of repeatedly proving identity by various documents to avail services like opening a bank account and obtaining passport or driving licence and so on. For the people living below the poverty line and the ones who are entitled to various government-run welfare programmes, the number and the biometric data will help in identifying the beneficiaries.

Why is the UID criticized by some people?

The main criticism of the UID is based on privacy concerns. The project is criticized because, unlike Western countries, India is not known for stringent data protection laws and the opposing group fears data theft and selling of the vital information to a third party by corrupt officials. Apart from this, they argue, it's an individual's right to protect his or her privacy from any unlawful interference, even by the state. Article 21 of the Constitution, the Hindu Marriage Act, the Copyright Act, Juvenile Justice (Care and Protection of Children) Act, 2000 and the Code of Criminal Procedure all place some form of restrictions on the release of personal information.

Is it mandatory or voluntary?

Considering privacy concerns, UIDAI has kept provision of voluntary registration at enrolment camps to obtain the number. Critics, however, argue that once the programme gets linked to welfare programmes, the PDS system and availing of various services, it will lose its true voluntary nature. Hence, it's also important to have stringent laws to prevent denial of service in such situations.

MAKING A MARK

LEARNING WITH THE TIMES

Technology helps, and harms

Twitter can help track flu outbreak

Washington: A computer science expert at Southeastern Louisiana University has revealed that keeping track of disease trends such as influenza outbreaks has the potential to be far quicker and less costly by monitoring a social network programme such as Twitter than following the traditional methods of disease surveillance.

A process called syndromic surveillance uses collected health-related data to alert health officials to the probability of an outbreak of disease, typically influenza or other contagious diseases.

The technique involves collecting data from hospitals, clinics and other sources, a labor-intensive and time consuming approach. By monitoring a social network such as Twitter, researchers can capture comments from people with the flu who are sending out status messages. "Twitter is a promising data source for net-based surveillance because of the volume of messages and their frequency," said Aron Culotta, assistant professor of computer science. ANI

Plane-tracking app a terror tool?

London: A cheap mobile phone application that can track the precise location of passenger aircraft in the sky can be a serious terrorist threat, security experts have claimed and called for its immediate ban.

The Plane Finder AR application, developed by a British firm for the Apple iPhone and Google's Android, allows users to point their phone at the sky and see the position, height and speed of nearby aircraft.

It also shows the airline, flight number, departure point, destination and even the likely course — the features which could be used to target an aircraft with a surface-to-air missile, or to direct another plane on to a collision course, the Daily Mail reported.

The programme has now been labelled an 'aid to terrorists' by security experts and the US department of homeland security is also examining how to protect airliners. The application works by intercepting Automatic Dependent Surveillance — Broadcasts transmitted by passenger aircraft to a new satellite tracking system that supplements radar. PTI

Mahindra gifts $10m to alma mater Harvard

Shubham Mukherjee | TNN

Mumbai: In what is being billed as the largest grant to the Humanities Center at Harvard University, Anand Mahindra, VC and MD, Mahindra & Mahindra, is offering his alma mater $10 million for the study of humanities. The grant, in honour of his mother Indira Mahindra, would see the centre being renamed the Mahindra Humanities Center at Harvard.

According to sources close to the development, the grant has been catalyzed by the 50-year-old bond that the Mahindra family has with Harvard. Anand's father, the late Harish Mahindra, earned a Bachelors degree at Harvard College in 1946. Anand followed in his footsteps and graduated from Harvard in 1977 with a major in visual and environmental studies. During the '70s, Indian regulations did not permit the provision of foreign exchange for undergraduate studies overseas, and Anand

ANAND MAHINDRA

was therefore awarded a full scholarship by Harvard. This is something he has not forgotten.

He then went on to earn an MBA from the Harvard Business School in 1981. Mahindra is reticent in talking about the grant, but is of the view that to address complex problems in an interdependent world, it is vital to encourage the cross-cultural and inter-disciplinary exchange of ideas in an international setting.

"I am proud to be part of the intellectual legacy of India's contribution to global thinking across the arts, culture, science and philosophy. I am convinced of the need for incorporating social and humanistic concerns into the core value proposition of business and have sought to do so with tremendous support from my peers and colleagues at work and outside," he said.

As Mahindra frequently says, the liberal arts experience was a transformational one for him, and he firmly believes that it provided him with a strong foundation for personal and career growth. He has also never forgotten the university's generosity, and this gift is one way of expressing his gratitude.

The Humanities Center, located at Harvard University, is a site for inter-disciplinary exchanges and is open to the entire academic community and the public, and is a place where discourses on various topics that make up the study of humanities are held.

Now, a mobile app to locate misplaced items

IITians Write Unique Code For Bluetooth Module, Can Be Used Within A Range Of 10 Metres

M Ramya | TNN

Chennai: How many times have you wasted precious moments searching for those elusive car keys, spectacles or documents? No longer do you have to lose your cool searching for lost items. Just Blutag them.

Two second-year students from engineering design department of IIT, Madras have come up with an idea to locate misplaced objects using bluetooth technology and mobile phone. The item to be located is tagged with a Bluetooth module, each of which has unique code. The code will be embedded in a barcode sticker or a chip-like object. This will then be pasted on items that you want to tag.

The students have written a code for a mobile application. When you need to locate the object, all you have to do is specify which object you are looking for and the application searches for the unique code of the object and connects with the Bluetooth module, which would then beep and glow to reveal its location. Other similar products like the keyfinder are available in the US, but they all need a remote, which tracks down the object using a particular radio frequency. There are security issues in the use of these products like the

The students started working on Blutag in April and learnt Java to write the mobile application

BLUTAG IT!

▶ The item to be located is tagged with a Bluetooth module, each of which has a unique code

▶ The code will be embedded in a barcode sticker or a chip-like object. This will then be pasted on items that you want to tag

▶ The unique code in Bluetooth technology makes it much more secure. Blutag, a spirit of engineering (SOE) project, can only be used within a range of 10m

loss of the remote and anybody with a remote with matching radio frequency can get access to the objects. "The unique code in Bluetooth technology makes it much more secure and we are more likely to not lose our mobile phones than a secondary device like the remote," says Keerthana Chilukuri.

The students started working on Blutag in April and learnt Java to write the mobile application. "The device is tiny and very user friendly. We want it to be useful for the common man. Even people in rural areas are familiar with the mobile phone. As of now, Blutag can only be used within a range of 10 metre, but when mobile phones get more sophisticated their uses can be extended," says Bindu Upadhyay. Blutag is a spirit of engineering (SOE) project developed at the Centre For Innovation on the campus.

▶ **Related reports, P 12**

Times Of India ND
04/10/2010 p-7

DTU students go online to share notes, exam tips

Manash Pratim Gohain | TNN

New Delhi: On one cold December evening, a student of Delhi Technological University (DTU), Anand Meena, was waiting at the college photocopy shop with his seniors when he struck upon the idea to create www.aglasem.com. A month later in January 2009, a team of six DTU students — Meena, Samrat Malik, Divya, Abhishek Bindal, Abhishek Kanojia, Aakash Agarwal — launched an online portal, Aglasem (the next semester) to make students' life smoother.

The task of gathering notes, photocopying hundreds of pages of sample papers can be harrowing. Worse still, if you need to consult a book at the last moment before the exam and it is not available in the market or library. But now, with just the click of a mouse a student can get all the information he wants on the website.

Speaking about the portal, Meena said: "It started when DTU was known as the Delhi College of Engineering. Today, it is also a part of the students community of Netaji Subhash Institute of Technology (NSIT) and IP University. Here, we try to make available sample papers, notes from toppers, tips to build resumes and cover letters as well as updates from other engineering campuses."

A year and nine months later, Aglasem is a happening place with updates from campuses such as DU's NSIT, IP University, Jamia, JNU, IIT-D, IIT-M, ISM, Dhanbad, among others. One can even download course books, learning software, tutorials and much more. The 'Aglasem Forum'

also carries out fruitful college-related discussions. This forum proved to be a boon for admission-seekers.

The success story of this portal is far-reaching as apart from India, majority of its visitors come from countries such as the US, Canada, Brazil, Russia, United Kingdom, Pakistan, Mexico, Germany and Turkey.

Students who submit papers also get to earn. "We pay a token Rs 100 or Rs 200 to those who submit sample papers and notes. With inflow of ads, the site has started generating over

NET GAINS: The portal now gets updates from DU, IP University, Jamia, JNU & IIT-D

four dollars daily. This is enough to keep it running. We don't charge students for downloads. This is not a commercial venture. We just want to help students and save paper," said Meena.

Since its inception, the popularity of the portal has grown and attracts around 10,000 visitors every day. "During admissions or exam time, it has recorded hits of up to 20,000 per day," said Meena. At present, 14 students of DTU, seven from NSIT and two from IP are in the core team working dedicatedly for Aglasem. Besides, there are around 35- 40 volunteers working exclusively for the various sections.

manash.gohain@timesgroup.com

Times Of India ND
04/10/2010   p-8

From next year, pursue BEd with BA or BSc

New Delhi: In a move aimed at providing more trained teachers, select universities will soon offer BEd course along with graduation in science or arts subjects under the 3+1 pattern.

"In a meeting presided by HRD minister Kapil Sibal, vice-chancellors of central universities have agreed to the proposal. Decks will be cleared to introduce it in July 2011, once it gets the nod of the academic councils of select universities," Ignou vice-chancellor V N Rajashekharan Pillai said.

The four-year "integrated" course will not be available to the students of commerce stream. The students in three-year graduation course can choose to study for another academic year to get a bachelor's degree in education. Some regional colleges in India already have this kind of integrated course, he noted.

A committee, headed by Pillai, has been made to give suggestions regarding the curriculum to the HRD ministry. Some top-notch colleges in India have agreed to this proposal, he said, adding, "We have approached National Council of Educational Research and Training to help us in designing the course materials."

The VC said additional seven BEd teachers would be required for each college to implement this curriculum, which will "not be a tough

INTEGRATION: Kapil Sibal

task". The proposal aims at providing more trained teachers in lesser period to propel the development of school education. In the meeting, vice-chancellors also agreed to facilitate swapping of teachers between colleges. They also agreed to have a "Navratna" for central universities that will include those which follow strict guidelines and educational standards.

But, this does not mean that there will only be nine universities in "Navratna". It is only to increase positive competition between the central universities.

Meanwhile, University Grants Commission (UGC) has decided to introduce a six-month diploma course for academic administrators to train them in developing skills to manage the education system.

NCERT has been asked to design the course subjects, UGC under secretary Veena Nayyar said. PTI

ADVERTISING GUIDELINES FOR EDUCATION SECTOR SOON

During the first half of 2010, the sector topped the chart in print advertising

KALPANA PATHAK
Mumbai

The education sector, which topped the charts in print advertising this year, will have to follow certain advertising guidelines from October 2010.The Advertising Standards Council of India (ASCI) will shortly release the guidelines approved by the ASCI board.

According to TAM data, the education sector, during the first half of 2010, topped the chart in print advertising by pipping traditional gainers, like FMCG, telecom and the auto sectors.

Lovely Professional University, Maharana Pratap Group of Institutions, Manav Rachna International University and Aakash Institute are among those that have advertised regularly over the said period.

"Private universities have mushroomed over the last few years and in a bid to establish credibility and expand student base in lesser time, they are spending heavily on advertising. Thus, having a code in place becomes mandatory," said Dhananjay Keskar, director of IBS Pune and the former Chairman of ASCI. Keskar, who is heading the committee, said, the education industry in general is in agreement with draft guidelines and ASCI would approve the same this month.

The proposed guidelines for education institutions, among other things, prohibit institutions from claiming that enrolment in the institution or programme will provide the student a temporary or permanent job, job promotions or salary increase, etc, unless the advertiser is able to substantiate and also assume full responsibility of the advertisement.

Also, advertisements shall not make claims regarding extent of the batch placed, highest or average compensation of the students placed, admissions of students to renowned educational institutes, and affiliation with a foreign institution, etc, unless they are substantiated with evidence.

"Many times the advertisements claim to have the largest campus when the images are computer generated. Many institutes talk about international placements when students are placed domestically. ASCI's aim is to curb such misleading advertising," added Keskar.

ASCI said the feedback from the education industry has been positive and in affirmation to the guidelines. Around 30 academicians have responded to the guidelines and come up with new ones suggestions.

"We have suggested that use of words like free laptops and free study tours should be prohibited. Also, institutes should mention if they are a franchise centre or study centre. Claims about foreign faculty on board should also be substantiated," said an academician, who spoke on the condition of anonymity, till the guidelines are made public.

As per the proposed guidelines, an advertisement will not state or lead the public to believe that an institution or course or programme is recognised, authorised or accredited, unless the advertiser is able to substantiate with evidence. In case the advertised institution or programme is not accredited or approved by a mandatory authority, but is affiliated to another accredited institution, the full name and location of the said affiliated institution shall also be stated in the advertisement.

Guidelines also suggested that the name and logo, if any, of the affiliated institution, shall be in the same font size as that of the advertised institution or programme in visual media, such as print, internet, hoarding, including television. In audio media, such as radio or TV, the name of the affiliated institution must be stated.

> If institutions claim that they will ensure placements, promotions or salary increase, they would have to substantiate their claim

'FT rankings will benefit us in terms of reputation'

The Indian Institute of Management, Ahmedabad (IIM-A), completes 50-years of its existence and is also ranked eighth on the latest Financial Times (FT) B-school rankings for the Masters in Management programme 2010. SAMIR BARUA, Director IIM-A, shares with Kalpana Pathak his plans for the institute in its 50th year. Edited excerpts:
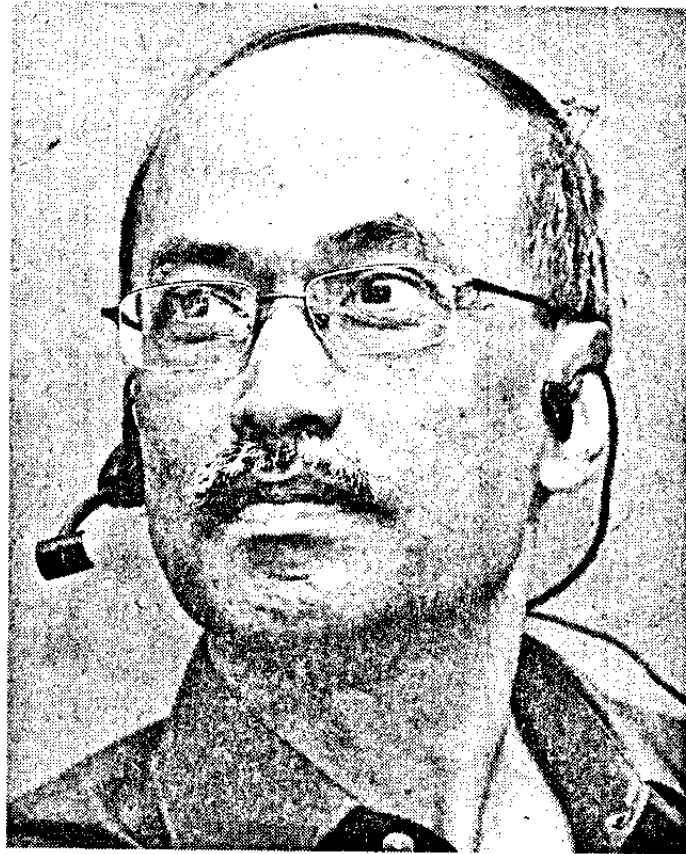
Q&A

Samir Barua
Director IIM-A

IIM-A completes 50 years of its existence. What are IIM-A's plans?
IIM-A will enter its 50th year on December 11, 2010. A year-long celebration of the Golden Jubilee will begin on that day by honouring retired faculty members, board members and staff who have served at IIM-A. We will also be bringing out many publications on the institute and on management. We will be holding international conferences too.

Is the Hyderabad campus also on IIM-A's 50th year agenda?
We will actually begin work on the campus now and may complete it by mid next year. We have framed a proposal which has been sent to the government of Andhra Pradesh. The campus will be around 150-200 acres. Finance for the campus will largely be arranged by us. The government, however, will help us by urging local industrialists to donate. We would like to initially begin with executive education programmes and then take it forward.

This is for the first time IIM-A has been ranked for its flagship programme. **Why did you not participate earlier?**
There is always a first for anything. This is the first time we participated. I can't answer why we did not participate earlier. We have also participated in rankings for the executive programme and we expect the result later this year.

What benefits do you see from the ranking?
The benefit is in terms of reputation. It will help us attract a good number of quality applications for faculty positions. We may also benefit in terms of proposals from international B-schools for academic collaborations.

I, however, do not see immediate advantage in terms of international students on our campus. International students who apply to B-schools score over 700 in GMAT examination. Thus, they may prefer going to another school.

Business Standard,
ND 04-Oct-10
p-15

MDI, DST set up Technology Incubator

BS REPORTER
Mumbai

Gurgaon-based Management Development Institute (MDI) and Department of Science and Technology (DST) have set up a Technology Business Incubator on MDI's premises at ₹7 crore.

"This initiative will renew our efforts in entrepreneurship. We have a capacity of 30 startup companies at present and our focus will be on information, communication and technology (ICT) business," said Rohit Prasad, associate professor, MDI Gurgaon.

The institute will give entrepreneurs basic office infrastructure free of cost for the first three years, after which the incubated company will graduate from the institute to its own premises. "This will include a subsidised rental and provision of other facilities required for a startup," said Prasad.

The incubator – a 55:45 joint venture – is looking for a chief incubation officer and will connect to other incubators at the Indian Institute of Technology, Delhi and the other incubators in NCR.

H K Mittal, additional secretary, DST said, "People have to provide a job for themselves. For a country to develop, it has to create citizens who can provide employment."

CBSE to come up with exam similar to SAT

AGE CORRESPONDENT

NEW DELHI

Oct. 3: The Central Board of Secondary Education is planning to conduct engineering and medical entrance examinations online.

The board is planning to develop a test similar to that of SAT that will be worked out in partnership with an international organisation.

For this, the Centre for Assessment, Evaluation and Research will be set up and it will work with an international partner organisation on public-private partnership mode to carry forward reforms in education.

The group will work under the centre's department of research and assessment and will be responsible for developing and designing assessment test similar to SAT.

"This will be followed by the identification and establishment of core subject groups who will then continue to create, trial and support implementing of resources for school-based assessment," a CBSE circular said.

The department will representatives of the schools for assessment. The trained professional will then guide other teachers of the school regarding assessment policies and resources.

The department will also aim at collecting student data from all schools to track and report on student learning and will particularly identify areas where improvement is needed or where there is inadequate resourcing, the circular said.

The other two departments of the centre would be the department of professional development and leadership and publications department.

The centre will approach grants and funds from international agencies to carry forward this new system.

The centre will be developed using a three-year phased approach and it is expected that it would be a well-established self-sustaining institute by the end of this period.

IIT-Powai to help toys fight Chinese invasion

K.A. DODHIYA

MUMBAI

Oct. 3: The Indian Institute of Technology-Powai will be adding its muscle to help Indian toy manufacturers combat the influx of cheap Chinese toys. The Industrial Design Centre (IDC) of IIT-B will help design toys that are both educational and indigenous.

According to Ashok Jain, president of the All India Toy Manufacturers Association (Taitma) the toy industry in the country has always been dependant on foreign countries for providing parts for mechanical toys. This arrangement has allowed the industry to survive and flourish, as the countries that provided the parts never got into providing the finished product.

However, in the late 90's, China got into the manufacturing process and started flooding the markets globally with their products. As a result of this, the Indian toy industry faced a huge setback.

"Most toy manufacturers in the country run their businesses single-handedly, as a result of this there is no scope for innovations that will allow them to compete with the Chinese manufac-turers. Hence, Taitma decided to seek help from IIT to provide not only ideas for new concepts in toys, but to also design toys that help children learn while playing," said Mr Jain.

The process he said was of six months, where in, the Industrial Design Center (IDC) department of IIT would provide their ideas and also help in making prototypes of these toys. The prototypes will then be tried out on children at the Kendriya Vidyalaya School on the IIT campus, following which necessary changes would be made.

Some of the new toys that can be looked forward too are toys that teach children about the geography of the world as well as building blocks, Mr Jain said.

When contacted an official of IDC said, "We have held workshops for a few manufacturers as it was not possible to cater to all of them at once. We usually make four to six designs, of which two designs after being approved by the manufacturers are made into prototypes. While it is a new initiative there is scope for improvement as Taitma has sought a continuous partnership with the IIT," said the official.

TOM ENDERS/AIRBUS

Airbus expects broader ties with Indian universities, institutes

BY TARUN SHUKLA

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BANGALORE

Tom Enders, chief executive officer of European plane maker **Airbus SAS,** the world's largest maker of commercial aircraft, has his task cut out in the coming years. Enders has to ensure that the A350, the long-range, mid-size, wide-body aircraft now under development, is ready in time by 2012.

He also has to ensure cost-efficiency, through measures such as relocating part of the work to low-cost countries such as India.

In an interview on his second visit in three years to Bangalore, where the firm has an engineering subsidiary, Enders talks about the challenges facing Airbus and how the contentious issue of a World Trade Organization (WTO) ruling that Airbus and US plane maker **Boeing Co.** got illegal aid to fund airplane programmes can be resolved. Edited excerpts:

RAMESH PATHANIA/MINT

Outsourcing plan: *Thomas Enders says Airbus wants to shift more IT- and services-related activities to India.*

mint INTERVIEW

What are your views on the recent WTO ruling that Boeing and Airbus got illegal aid from governments to develop planes, giving them an unfair advantage over others? What are the implications the ruling will have on manufacturers, going forward?

I am very relaxed about it. Anybody who is knowledgeable in this field would predict that it is not one-sided. But WTO would not just (have) ruled against the Europeans, but also against the Americans. We have always said that this conflict, which is a long one because the EU (European Union) and Americans have different support systems for the industry, cannot be solved by the WTO, but eventually, perhaps with some sort of negotiations. Right now it's important that the WTO process runs its course and then we will see. I don't see any immediate consequences here.

Where do you see India in the Airbus global supply chain by 2020?

If you look at what has developed in the last 5-10 years, I am confident in 2020 we will see, first of all, a much stronger role for the Airbus Engineering Centre (in Bangalore) inside the Airbus system. As you know, we are planning to ramp up to 400 people in 2013 (from 180 now) and that I think will necessarily not be the end point of the engineering centre. I think we will have more sub-contracting, particularly in those fields where Indian companies are especially good—increasingly IT-related, services-related and these areas. We will see increasing cooperation between us and universities and the institutes here. It is not by chance that this is centering very much on Bangalore and around Bangalore because this is the aerospace hub of India. It is an aviation hub and Silicon Valley in one place, so to say. On top of that there comes training. We will be far more present when it comes to training activities—alone, but also with partners, pilot training, maintenance training—to support the enormous growth of Indian aviation. I am happy to see that growth has clearly picked up again. What is important to India is infrastructure; I am very happy to see that the Indian government has done a lot in the last five years in improving infrastructure, in terms of air traffic management, airport infrastructure, in Delhi, Bangalore, Hyderabad.

Do you see a lot of your manufacturing shifting out of EU by 2020?

We certainly see that in terms of engineering activities; sub-contracting activities we have moved quite a bit compared with

earlier projects into countries outside Europe for cost reasons but also for tapping some of the best and brightest talent. That's one of the reasons we are in India. We believe you guys here are building a fantastic, highly skilled workforce. The engineers that are coming out of the universities here (at) the Airbus Engineering Centre here are a living example of it. Already, after three years of operations, it's highly appreciated within the larger Airbus setup for its skills and competence. It's all done on a case-to-case basis. India competes with everybody when a new project comes up; if there is an engineering project coming up, India will bid, this (Bangalore) centre will bid.

As an aircraft manufacturer, how are you looking to tackle the environmental challenges for future aircraft projects and the new taxes coming into play globally?

I don't want to discuss the merits of various tax schemes; it puts additional financial burden on airlines at least in certain regions. What, in turn, that requires from Airbus is (that) we try to deliver even more efficient aircraft to airlines so that they can operate at a lower cost, so that they can offset the taxes and the burden governments put on them. That is what we are trying to do with the A350. We are discussing reengineering the single-aisle A320 aircraft because lower oil consumption means lower operating cost.

You mentioned reengineering of the A320 which is seeing a lot of interest. How is that moving?

We are in advanced stage of discussing that project; decision is not taken. Once we take that decision we will announce it. We plan to take a decision before the end of this year and that's still the perspective.

Any lessons from the Boeing Dreamliner 787 project delays that you are applying to the Airbus A350 programme? Are you tightening the supply chain?

Well, (in) lots of places we are taking lessons away from the A380—quite a few where we made mistakes. We are trying to learn from the mistakes of the 787. But taking lessons from the past only is one side of the coin...The other side of the coin is to anticipate new problems, that is the real art. Everyone can learn lessons looking back. I would compare that to generals who loved to fight the last war rather than think about what the next war might look like and very often get it wrong because they think retrospectively rather than proactively into the future. Particularly if you venture into new technology, new processes, you establish new partnerships like we are doing on the A350—a much more carbon-fibre aircraft than any previous aircraft—it's very important to anticipate the new problems that come up than just the lessons of the past. We do that, but that's the easy part, I would say.

EDUCATION PROPOSAL

Ivy League-type universities by year-end

The so-called 'navratna' universities will have greater autonomy than other institutions and access to more funding

BY PRASHANT K. NANDA
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NEW DELHI

A plan to create a network of elite universities modelled on the Ivy League in the US has moved a step forward, with a panel formed by the human resource development (HRD) ministry finalizing the criteria for such institutions.

The so-called navratna universities, which will have greater autonomy than other institutions as well as access to more funding, will be chosen from among a total of 504 varsities, and their names will be announced by the end of the fiscal year.

.. Teaching excellence, research orientation and output, the ability to attract foreign students, international rankings and the use of information communication technology will be among the criteria that will be used to select the navratnas, which literally means nine gems, according to a report prepared by the committee. A copy of the report was seen by *Mint*.

The proposal to form a net-work of higher education institutes styled on the Ivy League was made in March, followed by the formation of a committee headed by Seyed E. Hasnain, vice-chancellor of the University of Hyderabad, to follow up on it.

In the US, the Ivy League comprises institutions of higher learning, namely Brown University, Columbia University, Cornell University, Dartmouth College, Harvard University, the University of Pennsylvania, Princeton University, and Yale University, with common interests in promoting excellence in scholarship and athletics.

Through usage, the term Ivy League has also come to signify elitism; it doesn't include the universities on the US west coast such as the University of California at Berkeley, and Stanford.

The HRD proposal entails setting up similar institutions with the intent of promoting academic excellence, research, ability to attract foreign students, and enable a better international ranking that will be eligible for special funding.

HRD minister Kapil Sibal said on the sidelines of a conference of vice-chancellors on Saturday that the Indian effort is aimed at promoting excellence in higher education "and create a benchmark for other universities in the country".

According to the committee's report, "the aim of this exercise is to create an instrument and mechanism to support a few Indian universities, with documented evidence of extraordinary academic performance, to enable them to receive special funding so that they can move to higher orbits of global excellence".

This extra funding will not come from the existing funding mechanism, "ensuring that other universities don't suffer any budget cuts". The universities categorized as navratnas will be reviewed every three-five years to ensure that standards are maintained.

"The universities with this tag will get financial and administrative autonomy in several matters. The HRD minister is open and proactive. I believe, we will be ready by the end of this financial year," said Hasnain.

"We have already crossed a fair distance and put in place a report detailing the stringent measures to be followed. The next meeting will take place within two months and then the selection process will kick-start," he added.

At present, no Indian university figures in the top 100 worldwide. In fact, according to the QS World University Rankings 2010 published from the UK, the Indian Institute of Technology, Bombay, at 187 was the only institution from India to figure among the world's top 200 institutes.

"This effort will put us in a different league," Hasnain said. "While social inclusion is important, we cannot forget the role of excellence in education. Selection of students, teachers' qualification, international exposure, faculty's ability to attract sponsored research from industry and government departments will all be part of the criteria for getting selected to the Indian Ivy League."

Universities in the Indian Ivy League will be given freedom to hire and designate faculty, flexibility in offering positions and financial incentives to teachers. They will have the autonomy to "reappropriate the budget without getting approval from the funding agencies".

Hasnain said all universities, including the 40 Central universities, will be in contention for a place in the Ivy League.

"But let me make it clear that, during periodic review, those who fail the test, will be dropped from the list," he said. "This will guard against complacency."

> **The chosen varsities will be reviewed every three-five years to ensure that standards are maintained**

SELECTION CRITERIA

These will be among the criteria that will be used to select the navratnas, according to a report prepared by the committee formed by the human resource development ministry.

University-related parameters

i. Excellence in research measured in terms of publications. For measuring research excellence in humanities, indices such as contribution for policy change by government, societal transformation

ii. Recognition of departments and centres by institutions such as the University Grants Commission, department of biotechnology

iii. Funding and research mobilization measured in terms of peer reviews, research funding per faculty, total grants received

iv. Infrastructure such as hostels, use of information technology, sports facilities, etc.

v. Ability to attract international students

Student-related parameters

i. Quality of teaching as evident from performance of the students at national competitive exams, students' feedback

ii. Excellence in research

iii. Quality of students and selection of students as a parameter for judging excellence

iv. Flexibility of academic programmes

v. Teaching quality as measured in terms of students getting junior research fellowships, and other selections and placements

vi. Financial support to students in the form of fellowships, support for attending meetings, conferences

Faculty-related parameters

i. Faculty profile measured in terms of international visibility, election to national and international academies, civilian awards by President of India, Jnanpith Awards, Sahitya Akademi Awards, etc.

ii. Membership of peer groups, high impact committees, government bodies

iii. Academic degrees of faculty and institution that awarded them

iv. Involvement in students' supervision, departmental work

vi. International visibility in terms of joint research programme, joint workshops, etc.

UTTAM SHARMA/Mint
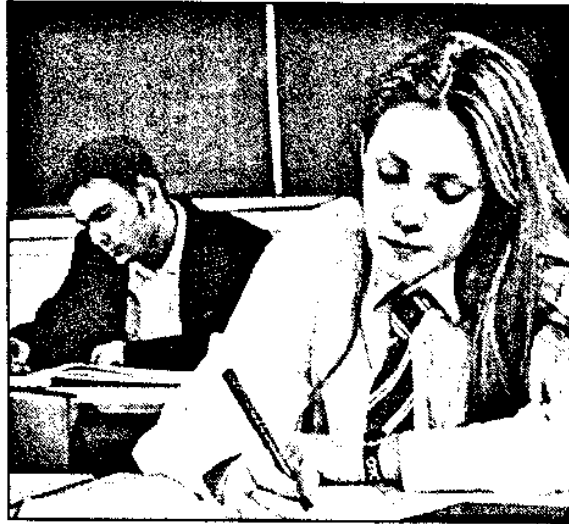
Economic Times, ND 04-Oct-10 p-8

From next yr, pursue BEd in combo with BA or BSc

PTI

NEW DELHI

IN A move aimed at providing more trained teachers, select universities will soon offer B Ed course along with graduation in science or arts subjects under the 3+1 pattern. "In a meeting presided over by HRD minister Kapil Sibal, vice-chancellors of central universities have agreed to the proposal. Decks will be cleared to introduce it in July 2011, once it gets the nod of the academic councils of select universities," V N Rajashekharan Pillai, VC of Indira Gandhi National Open University, said. The four-year 'integrated' course will not be available to the students of commerce stream. The students in three-year graduation course can choose to study for another academic year to get a bachelors degree in education. Some regional colleges in India already have this kind of integrated course, he noted. A committee, headed by Pillai, has been asked to give suggestions regarding the curriculum to the HRD ministry. Some top-notch colleges in India have agreed to this proposal, he said, adding, "We have approached National Council of Educational Research and Training to help us in designing the course materials."

The proposal aims at providing more trained teachers in lesser period to propel the development of school education. In the meeting, VCs also agreed to facilitate swapping of teachers between colleges. They also agreed to have a "Navratna" for central

CHANGING TIMES

universities that will include those which follow strict guidelines and educational standards. But, this does not mean that there will only be nine universities in "Navratna". It is only to increase positive competition between the central universities.

Meanwhile, the University Grants Commission has decided to introduce a six-month diploma course for academic administrators to train them in developing skills to manage the education system. NCERT has been asked to design the course subjects, UGC under secretary Veena Nayyar said.

Sibal lays foundation stone for IIM Rohtak

fe Bureau

Chandigarh, Oct 3: Rohtak joined the select league of the cities like Kolkata, Ahmedabad, Bangalore, Lucknow and Calicut—having an Indian Institute of Management (IIM)—as the Union human resource development minister Kapil Sibal laid foundation stone of the new IIM at village Garnawati in Rohtak in the presence of Haryana chief minister Bhupinder Singh Hooda.

Congress MP Deepender Singh Hooda had special reason to be happy as his dream project was finally taking shape. "We had seen a dream, which is fructifying, now we would be further emboldened for bigger dream," said the young parliamentarian on the occasion. This would be the second IIM in the northern part of India after Lucknow.

Haryana CM BS Hooda

For Haryana, the year 2010 would be known as a remarkable year in the development of national level infrastructure in the field of education as recently the state had managed to get the first defence university of the country and one central university at Mahendergarh. States like Punjab, Karnataka were lobbying hard to get the defence university. The chief minister has also been successful in getting the AIIMS-II at Jhajjar.

"Now the race is in field of education and only those society, state and the country would go ahead which would be leader in the field of education," he said. Haryana has undertaken an ambitious project Rajiv Gandhi Education City at Kundli, where world-class education institutes would provide quality education.

Haryana has recently got another Sainik School in Rewari and first women university in the name of Bhagat Phool Singh has been set up in Khanpur Kalan. Similarly, four more medical colleges are also coming up at Karnal, Faridabad, Mewat and Khanpur. YMCA institute in Faridabad, Murthal Engineering College have been upgraded to the level of University, whereas PGI Rohtak and Veterinary College, Hisar are being upgraded into Universities. Besides, manifold increase in the intake in technical and vocational institutes, the state is also setting up many institutes in the field of food processing, fashion technology, plastic, film, footwear designing etc.

The education experts feel that the setting up of Indian Institute of Management, would prove to be a historical moment for the state as the IIMs are considered the best graduate business schools in India.

Business Line ND 04/10/2010   P-6

Looking ahead to a glitch-free CAT

While the testing agency says it has tried to make the examination process foolproof, student concerns on scoring remain.

Prometric, the global testing company, has arranged for contingency seats in each lab, should any technical glitches arise during the test. (Above) A file photo of students waiting outside a test centre during CAT 2009. — K. Murali Kumar.

Anjali Prayag

This year's CAT will be as much a testing time for global testing and assessment agency Prometric as it will be for over 2 lakh students who are likely to take the exam.

While Prometric has gone all out to streamline the technical aspects of the exam, it still has to deal with other associated problems such as doubts over the scoring methodology, impersonators taking the exam, training the supervisors, sanitising the labs and, most important, erasing from public memory last year's bad experiences.

While inadvertently pressing the 'Quit Test' button was the most common grouse of students who took the Common Admission Test for admission to the Indian Institutes of Management last year, this time round student concerns are centred on an issue that would come up post-exam: the scoring methodology adopted by Prometric.

With just over three weeks left for the first day of the exam, students from across the country are more nervous about the scoring methodology than about technical glitches occurring during the exam.

"Last year's experience has made us wary," says Siddarth B., a final year engineering student, ready to take the exam on the first day of the 20-day exam window.

He says several of the 2009 candidates were unsatisfied with the computation methodology of the entrance exam. The reason for the 'discontent' was the way in which scores were equated across various forms.

Agrees Shivkumar, Director, Academics, Career Launcher, "This year, the most feared element is the normalisation of scores because there seemed to be some discrepancy in the way scores were equalised last year." Most students got into a mode of 'surrender' last year about the equating methodology and accepted the scores.

Responding to this, Soumitra Roy, Managing Director, Prometric, says the scoring methodology has been explained to the students and is in the public domain and cannot be simplified further.

Last year, after protests by some candidates, Prometric had explained that the scores reported were the scaled scores arrived at by establishing psychometric equivalences to adjust for any variation in difficulty levels across the tests.

"We have a team of statisticians who are well qualified to do this job," says Roy.

CONTINGENCY MEASURES

Prometric attributed last year's CAT fiasco to 'unlicensed' operating systems and anti-virus packages. This year, the global testing company hopes to ensure minimal student impact by arranging for contingency seats in each lab.

In case of a technical glitch, the newly-installed software would ensure the student would start the exam from the point he or she left off.

And the feared 'quit test' option which led to disappointments last year, has been improved to such an extent that it would be difficult for the student to quit just at the press of a button, says Roy.

This year, as a safeguard measure, even if they press the key by mistake, the computer will ask them if they are sure they want to quit.

Prometric has evaluated and selected 78 test centres that would have 247 testing labs with 9,000-plus computers across 33 cities. Test-site supervisors and administrators are being given intensive training. The testing window is open from October 27 to November 24 for 20 days. About 15,000 candidates can be tested each day.

This year, the testing company is not only making sure that the software is licensed and anti-viruses are up-to-date, but is also spending on upgrading the hardware in many of the centres. "We'll also sanitise the environment in the testing centres in advance," Roy says.

Prometric will also help students familiarise themselves with the testing pattern by working on practice tests that have been uploaded on the official CAT site (www.catiim.in).

The testing company is also using biometric verification to avert incidents of proxy testing, Roy says, adding that there were a handful of such cases last year.

By the end of last week, about 1.75 lakh applications were registered for the exam. With the registration date extended by a week to October 7, there are doubts about the dropping number of registrations for the exam (2.4 lakh last year as compared to 2.8 lakh in 2008).

Shivkumar of Career Launcher pointed out that one of the reasons for the dropping numbers is that the exam, starting in the month of October, has an impact on students who are used to the CAT being held in November.

Attributing the dropping registration numbers to an improved job market, Siddarth says, "A lot of my classmates would rather get the first job during campus placements and try the CAT two years later."