

Newspaper Clips September 2-3, 2010

Hindustan Times, ND p-10 02-Sep-10

Panel nod for mass production of \$35 device
NEW DELHI: India's apex decision-making panel on using information technology in higher education on Wednesday approved the mass production of a US\$ 35 tablet device in a bid to try and introduce it in the market by 2011. The apex committee of the National Mission on Education through Information and Communication Technology asked IIT Rajasthan to procure 1 lakh laptops and carry out detailed tests on the devices.

Tribune ND 02/09/2010

P-1

Sibal blames bad floor management

ADITI TANDON
TRIBUNE NEWS SERVICE

NEW DELHI, SEPTEMBER 1

A day after the much-awaited Educational Tribunals Bill, 2010, had to be deferred in the Rajya Sabha following stiff opposition from within the Congress, the government today put up a brave face, saying it was not a divided house and that it had only offered members an opportunity to voice their opinion.

Yesterday, after Congress' Keshav Rao stood with Opposition BJP's Bal Apte in the Rajya Sabha to dismiss the Bill as "half-baked and hastily-drafted", Minister of Human Resource Development Kapil Sibal was extremely hurt and met Prime Minister Manmohan Singh to mention the lack of proper floor management in the House.

Today, his Cabinet colleague and Parliamentary Affairs Minister Pawan Bansal defended himself and the divided party members

DEFERRED EDUCATION BILL

■ **THE BILL, PASSED** by the Lok Sabha, proposes setting up of national and state tribunals for expeditious adjudication of disputes involving teachers, employees of higher educational institutions, students and regulatory authorities.

■ **THE MAIN OPPOSITION** to the Bill is that it puts states against the Centre. The HRD Standing Committee examined the Bill and said it was brought without homework. Panel wanted 15 changes, including setting up of district-level tribunals, selection of younger members and fixed timeframe for settling disputes.

■ **THE MINISTRY DID** not accept any recommendation. It said the state's authority was unchallenged. The ministry also said the draft Bill was widely consulted and sent to state education secretaries. On young members, it said they were hard to find.



■ **THE RAJYA SABHA** deferred the Bill after Congress' Keshav Rao joined the Opposition, dubbing the Bill as a half-baked and hastily drafted law. The Opposition wanted more time to debate the Bill.

saying it was floor management, in fact, that had saved the day for the government yesterday.

Asked why Congress members in the Rajya Sabha stalled a Bill passed by the Lok

Sabha, Bansal said, "We have a bicameral Parliament where the two Houses can differ on issues. Sometimes, in the interest of democracy, we need to defer laws and not
Continued on page 8

Sibal blames poor floor management

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push them, which is why we deferred the N-Liability Bill earlier. Yesterday, we sensed that the House wanted to debate the law more and we took a decision to defer it. As for criticism by a Congress member, any MP is free to express his views on any legislation. That is part of democracy." Keshav Rao had yesterday accused Sibal of rushing the legislation and said Sibal's thoughts ran faster than his deeds. Today, top UPA sources admitted they had not anticipated such stiff opposition from Rao, a permanent invitee to the Congress Working Committee.

"He wanted to speak and being a senior leader he was allowed to do so. We will examine the content of his speech to see if he crossed the line of party discipline. A view will be accordingly taken," top government sources told The Tribune. Sources also said that had floor management not been proper yesterday, the law could have been defeated since the government does not have the numbers in the Rajya Sabha. "That would have been the real embarrass-

ment," UPA sources said.

Sibal for his part today said that the BJP had first assured him support on the law in the RS but backed out later. He dismissed rumours of having sought an appointment with UPA chief Sonia Gandhi. "I have no comments and don't want to criticise anyone. My duty as a minister is to steer this law, which is crucial being a precursor to the remaining three education reform laws on the prevention of educational malpractices, foreign universities and accreditation authority. I will pursue the Bill in the winter session. It is a government bill cleared by the Group of Ministers and the Union Cabinet. The matter really is of Government of India prestige," Sibal told The Tribune from Chandigarh. He said the Bill had been drafted after wide consultations and didn't put the Centre against the states, as some MPs had yesterday claimed in the Upper House. Earlier, Sibal faced opposition from Congress leader Janardan Dwivedi on mooting a common school board. This time he is facing flak for ignoring all 15 recommendations of the HRD Standing Committee

Hindustan Times, ND 02-Sep-10

p-12

Cooking the books

Degrees in gastronomy could mean a whole new tasting menu to tease your palate. Take a bite of that

Don't know your *puli pithe* from a *pochampally*? Or are you the type who has given up on ever

thepundit

finding the solution for ending global hunger and are more interested in the delicate art of making absolutely sure that your food is well fed instead? Or even the kind who couldn't be bothered about the anomalous expansion of water but would stand by with a thermometer to test the temperature of your poached eggs? Well then, forget engineering courses and new-age development degrees, and save that student loan for the soon-to-be-set-up culinary institute at Indira Gandhi National Open University (IGNOU), which is getting ready to offer degrees, a doctorate even, in regional cuisines of the country and beyond. The courses are intended not just as a lifeline to dying cooking styles and cuisines across the country, but also to tie in with the booming hospitality and tourism sectors, as well as expand into serious research on social and cultural anthropology.

Think about it, this could well be the beginning of an academic crusade against all the Chinjabi joints, in all the world, which have been serving up that gastronomic travesty called Chicken Manchurian to the hungry masses. No more. For surely the soya sauce-drenched sight of mounds of chowmein by the roadside are sacrilege in an age of now-you-see-them-now-you-don't molecular portions of unpronounceable delights.

Feeding your food before you eat it is the new way forward for sure, with questions like whether that Kobe beef steak on your plate comes from a cow who's downed the customary pint and had a good sake massage before it is served up for your pleasure demanding urgent answers. After stone and iron, we are now in the age of food that demands that all chickens must roam unshackled, what with free range eggs being all the rage with the discerning masses. Still, we think it is a good idea. Something you can chew on perhaps.

Hindustan Times ND 02/09/2010 P-23

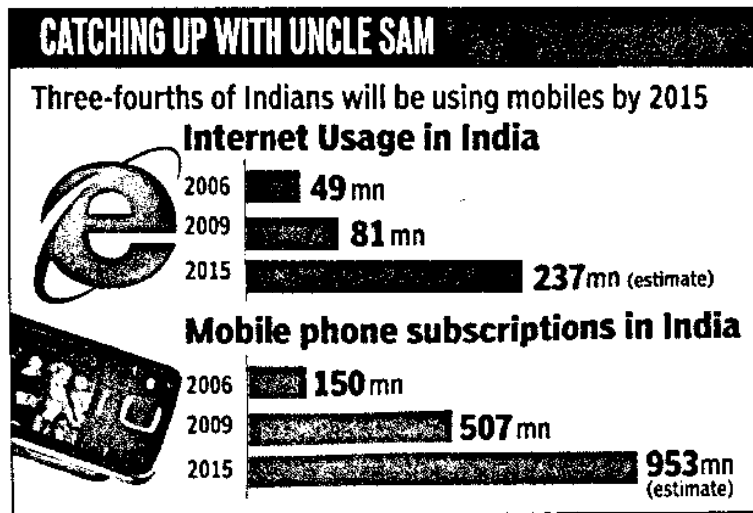
India could have as many Net users as US by 2015

Anirudh Bhattacharyya

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NEW YORK: A spike in Internet penetration in the next five years could mean that India will have almost as many persons going online in 2015 as the US.

According to the Boston Consulting Group's report, The Internet's New Billion, India will have an estimated 237 million Internet users by 2015, as against just a million more for the United States, while China will provide the largest mass of users with 650 million. This period, the report said, could see Internet penetration almost triple by 2015, covering nearly 19 per cent of the country's population. The growth can be considered quite phenomenal since the number of Internet users in India in 2006 was pegged at approximately 49 million.



HT GRAPHIC: SOURCE: THE BOSTON CONSULTING GROUP

There will be a concurrent change in terms of personal computers being used, with the number expected to quadruple to cover 17 per cent of the population by 2015. But the significant bulge could be in the use of cellphones, with three-fourth

of Indians using mobiles by 2015.

The report also provides an interesting insight into Internet usage patterns in India.

Nearly 95 per cent of those online check email, while nearly three-fourth also use the web for job hunting.

Hindustan Times, ND 02-Sep-10 p-15

Change foreign faculty rule: IITs

PLAN Institutes want permanent faculty, change 5-yr term

Charu Sudan Kasturi

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NEW DELHI: The Indian Institutes of Technology have asked the government to allow them to hire foreign nationals as permanent faculty, in a radical proposal that if accepted could expose students to globally-renowned professors like never before.

The IIT proposal comes amid a growing number of applications from foreign nationals — including Persons of Indian Origin (PIOs) — to teach at India's premier engineering schools, top Institute sources have told Hindustan Times.

The Institutes are now expected to discuss the proposal with the human resource development ministry at a meeting of the IIT Council chaired by Human Resources and Development Minister Kapil Sibal on September 10. The Council is the highest decision

Hiring foreign nationals on a permanent basis would make the IITs truly global institutions like the best universities in the west...

AN IIT DIRECTOR

making body of the IITs.

The IITs and central universities can at present hire foreign nationals as faculty only on contract, and for a maximum period of five years. This limitation acts as a disincentive for many top PIO academics teaching at universities abroad who may otherwise be willing to join the IITs as faculty, an IIT Director said, speaking on the condition of anonymity.

“Hiring foreign nationals on a permanent basis would make the IITs truly global institutions

like the best universities in the west, which make no distinction between their nationals and foreigners holding requisite diplomatic documents,” the director said.

The IITs also face a massive faculty shortage — between 15 and 40 per cent depending on the Institute — and are constantly on the look out for qualified teachers.

In their note to the HRD ministry, the IITs have also tried to counter one of the most common arguments used against allowing top foreign faculty in India. Top foreign faculty will have to be paid better than their Indian counterparts, critics have argued. This would create an unequal pay structure and breed resentment among Indian faculty.

But the IITs have clarified to the ministry that they are confident they can attract foreign faculty without paying them any more than Indian teachers.

ConsumerScope

Google Voice is not far away



DEEPAK KUMAR

Telephony is an old-economy thing while the Internet is a new-economy paradigm. And from a communication standpoint, telephony is 1.0. Internet is 2.0.

So every time an Internet company eyes the telephony space, it somehow amounts to accepting that Internet is not 2.0 yet. Why otherwise, would one attempt getting tethered to the plain old telephone system?

Indeed, the reality that telephony still is—and will for years to come—remain the primary mode of communication, is just too real to ignore.

That's probably why Google decided to put its fingers in the telephony pie. The industry would have seen this coming though, given that Google had purchased the IP voice and video processing specialist Global IP Solutions Holding for US\$68 million earlier this year.

Google has launched its Voice service in the US and Canada and says it would be extending the service to other countries over a period of time. So the service is not available in India, yes, but India-bound call from US and Canada would be happening.

Now, this marks Google's move from being an Internet communications provider to being an Internet telephony provider too. Google Talk did support voice chat but could not let a user call directly to a telephone number the way a Skype or Vonage service would. India-bound telephony calls by Google Voice users in the US and Canada are chargeable at six cents per minute which is equivalent to Rs 2.8.

By comparison, Skype charges are at 10.6 cents per minute including VAT, plus a small connection

fee. However, Skype has put out a message saying it will be changing some rates, effective September 6, 2010, so there are strong chances it will match Google's pricing.

But termination of an international VoIP call in India is regulated and therefore to make this work, Google would have either entered into agreements with telcos in India or subscribed to local numbers for termination purposes, with lines running into tens or even hundreds of thousands. Skype would be doing the same.

As a product, Google Voice is not a game changer, but it will certainly help bring down the in-bound VoIP call rates to India from the US and Canada, which can be beneficial for the large Indian diaspora present in these countries, and of course for the business callers.

However, as a company Google has all the potential to change dynamics of the Internet telephony market, particularly because of the colossal scale on which it can operate.

In fact, Voice as a product is very well aligned with Google's overall positioning and has the natural potential to integrate with Gmail, unlike its social networking hoopla Buzz that failed to charm consumers away from Facebook. Voice seems to have in it to become Google's next successful consumer offering after search and Gmail.

Google has had a direct presence in India for years now and it won't be surprising if it chooses to enter the Internet telephony service market here, sooner than later.

There already is a small Internet telephony market in the country and Google's entry could expand it substantially.

After all, Internet telephony users are mostly a cross section of telephony users. So the potential of an Internet telephony market is greatest where there is a huge telephony subscriber base. And when it comes to that, India is the biggest market after China, much bigger than the US and Canada.

Logically, one sees Google Voice coming to India before long.

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Asian Age, ND 02/09/2010 p-11

Sony introduces three new e-readers

CLAIRE CAIN MILLER

NEW YORK

Sept. 1: On Wednesday Sony will introduce a new line of e-readers and applications for iPhones and Android phones.

The Sony Reader Touch-Sony has updated each of its three e-readers. The Reader Pocket Edition, with its 5-inch screen, weighs less than many of its competitors. The Reader Touch Edition has a 6-inch screen and the Reader Daily Edition is the biggest of the bunch at 7 inches.

"Consistently the No. 1 thing we heard was it needs to feel like a book, so you just forget that you have a device in your hand," said Steve Haber, president of Sony's digital reading division.

To try to achieve the book feel, Sony made the readers smaller and lighter than before. Most noticeably, all three readers have touch-screens for the first time, something that consumers expect in gadgets these days, as I write about in

Video service

Sony Corp will launch a new music and video download service linking a range of its devices, in a challenge to Apple Inc's dominant position in the market.

The announcement was made in Berlin on Wednesday.

Wednesday's paper.

Sony previously offered touch on the two bigger readers and updated the screens by removing the top layer of glass so there is less glare and to make them more responsive.

While the older versions required forceful touching, the pages of the new readers respond even to a hovering finger. Sony also used an improved E Ink Pearl display so text is now visible in

direct sunlight, the company says.

Sony's new Readers range from \$179 to \$299, significantly more expensive than some of the others available, like the \$139 Kindle Wi-Fi and the \$100 Libre.

The new devices arrive as the market is getting ever more competitive. On Tuesday, Amazon.com said that Staples would start selling the Kindle, and Borders lowered the prices of two e-readers it sells, the Kobo and Libre.

Sony has struggled to capture the same brand recognition as other e-readers. Amazon, as one of the world's largest bookstores, started out with a big advantage, Mr. Haber said.

"You think of books in the past and you don't think of Sony," he said. "It takes time to build a brand in books."

Sony's bookstore offers a few unique things, like borrowing books from public libraries and an upcoming partnership with Goodreads that will add reviews.

— *NYT*

Economic Times ND
02/09/2010 P2

EDUCATION BILL

Sibal shoots himself in the foot



ON A LONELY PATH: Kapil Sibal

Our Political Bureau
NEW DELHI

HUMAN resource development (HRD) minister Kapil Sibal seems to be getting increasingly isolated in Congress with his party colleagues blaming his 'unilateralism' for the deferment of the Education Tribunal Bill, that aims to set up a mechanism for disposal of educational-related disputes, in the Rajya Sabha.

Parliamentary affairs minister Pawan Kumar Bansal, who rejected the minister's charge that floor managers let him down, said, "in democracy, things are done through consensus."

Congress floor managers, who reiterated that the deferment of the bill was a personal defeat for the minister, said the writing on the wall was clear even before the House took up the bill. Mr Sibal's own partymen wanted to sprint away from the legislation.

CWC member K Keshava Rao, who led the 'demolition squad' in the Rajya Sabha, went to the extent of labelling him a file-pusher — euphemism for someone forwarding proposals mooted by bureaucrats. Mr Rao also questioned the track record of the minister. During his interaction with the media on Wednesday, Mr Bansal said that the member had the right to air his views. "We could not have issued a gag order as it would go against the member's privilege,"

Mr Bansal said.

P K BANSAL
PARLIAMENTARY AFFAIRS
MINISTER

In democracy, things are done through consensus. We could not have issued a gag order as it would go against the member's privilege

Mr Sibal has only himself to blame for his 'status degradation' as there were clear signals about the bill lacking requisite political support. The standing committee on human resource development headed by Mr Oscar Fernandes, a leader considered close to Congress president Ms Sonia Gandhi, had said that the bill was drafted hastily, without consulting the stakeholders. Congress general secretary Rahul Gandhi is a member of this standing committee.

Sources in Congress said that senior Congress leaders such as Janardhan Dwivedi were opposed to the legislation in its present form.

Party's floor managers on Wednesday said they had advised the human resource development minister to work out a larger consensus over the bill. "The minister knew that Mr Oscar Fernandes was upset about the way his ministry treated the recommendations of the standing committee. But he did not make any effort to mend fences," said a senior minister.

The minister also did not display any grace while dealing with the Opposition. He dispatched an additional secretary of his ministry to persuade Opposition leader of the Rajya Sabha, Mr Arun Jaitley.

Sources said the minister was advised not to go ahead with the bill on Tuesday afternoon. "But he was adamant. He said he will go ahead with the bill even if it would be defeated in the House. This was unacceptable to the party," said a minister. Mr A K Antony had to intervene and ask Mr Sibal not to press for its passage, according to this leader.

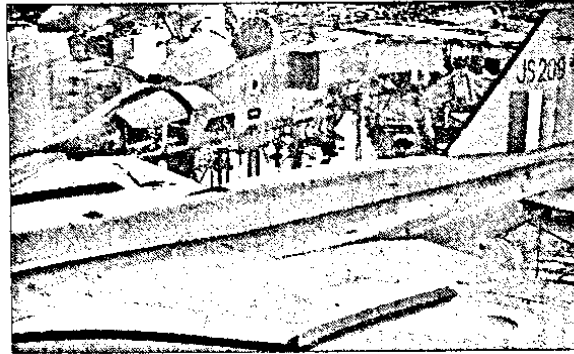
Mr Kapil Sibal, who has lodged a complaint with Prime Minister Manmohan Singh against the government's floor managers, cannot expect any indulgence from him either because the PM had advised Mr Sibal to thrash out differences over the bill when ministers like C P Joshi expressed reservations at a Cabinet meeting that cleared the legislation. The HRD minister did not bother to address the concerns raised by Mr Joshi.

Economic Times ND

02/09/2010

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India signs deal for Harpoon Block II missiles with US



MORE MUSCLE: Jaguar aircraft

Biswarup Gooptu
BANGALORE

INDIA has signed an agreement with the US government to purchase 24 Harpoon Block II missiles for its Jaguar strike aircraft, in a bid to ramp up its maritime warfare capability.

Boeing country head, defence, space and security, Mr Vivek Lall told ET, "the deal was successfully concluded through the Foreign Military Sales route late last month, with Boeing as the prime contractor. The missiles are for the Indian Air Force's maritime strike squadron."

The deal, expected to be worth about \$170 million, has been on the cards for over two years now, with the Bush administration having wheeled out a sales notification during defence minister A K Antony's visit to Washington in 2008. The US had also sold the same missiles to Pakistan.

The Harpoon Block II is the latest version of the subsonic missile and is able to strike land-based targets and ships. It is an all-weather, over the horizon, anti-ship missile which can be launched from surface ships, submarines and aircraft.

However, Lall said no agreement had been reached yet with regard to supplying the missile for P-8I, India's long-range maritime reconnaissance and anti-submarine warfare aircraft. The P-8I is scheduled for delivery in 2013.

"The final weapons package for the P-8I is yet to be decided, and will again be sold through the FMS route," he said.

According to the latest report of the Comptroller and Auditor General, the attack capability of the Navy's depleted fighter aircraft fleet has been significantly eroded, as they have not been kept in full combat readiness, with the bombs fitted having become obsolescent.

Mr Lall said the Phase II of the Apache and Chinook helicopter programmes for the IAF will be held in the US later in the year. Phase II will involve weapons integration field trials for both choppers.

Economic Times ND 02/09/2010 P5

Catamaran in talks to buy 7% in CARE

Paramita Chatterjee & Pramugdha Mangain

NEW DELHI

INFOSYS Technologies' chief mentor NR Narayana Murthy backed venture capital firm Catamaran is in preliminary talks to buy 5-7% in rating agency Credit Analysis & Research (CARE) from some existing investors, two persons close to the development said.

This comes close on the heels of private equity firm Milestone Religare Investment Advisors buying 5% in CARE last month for ₹75 crore. The transaction puts the valuation of the ratings firm at ₹1,500 crore, making it the second most valued financial ratings firm in the country. Standard & Poors-backed Crisil has a market cap of ₹4,060 crore, while Moody's-backed ICRA has a market cap of ₹1,200 crore.

"After the just concluded transaction, shareholders are asking for a higher price," said one of the persons with direct knowledge of the negotiations. Those looking to sell their stake are asking for around ₹100 crore, said the second person on condition of anonymity. He said the

investors looking to exit include ING Vysya Bank but this could not be verified independently. IDBI Bank is the largest shareholder of CARE with more than 26% stake in the rating firm. Canara Bank holds 23.67% while SBI has 9.97% stake. Other shareholders of CARE include Federal Bank, IL&FS and ING

Vysya Bank. Set up in 1993, CARE Ratings draws annual revenue of around ₹154 crore.

An email sent to DR Dogra, MD at CARE Ratings, did not elicit any response. NR Narayana Murthy said: "We look at hundreds of deals at one point in time. So, we cannot comment on a specific one till it's concluded. Catamaran is still in very early stages. We want to do some work and then talk about it."

If talks fructify into a transaction, this would be

Catamaran's second investment since its launch in 2009. It made its first investment in SKS Microfinance early this year.

Last October, Mr Murthy sold Infosys shares worth ₹174.3 crore (\$37 million) to set up Catamaran. A month later, his wife Sudha Murthy sold shares worth ₹430 crore in Infosys to back her husband's plan.



DEAL STREET
Milestone Religare Investment Advisors had bought 5% in CARE last month for ₹75 crore

Statesman ND 02/09/2010

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CAMPUS TRIBUNAL

Deferred Bill needs reflection

IT will not be easy for the Congress and its government to contend with the double whammy of an embarrassment that was suffered in the Rajya Sabha on Tuesday. As the thoughts of Kapil Sibal grow in wild profusion, his brainwave of a National Education Tribunal Bill has been halted on its tracks despite its passage in the Lok Sabha. It has been deferred in the face of protests from the Opposition and, still more crucially, from the Congress MP, Keshav Rao. The HRD minister was stumped by Mr Rao's barb, administered tongue firmly in cheek, that the bureaucracy was struggling hard to keep up with Mr Sibal's fast thinking. As academics are generally a pampered lot — a raised retirement age may be another icing on the cake — it begs the question whether a tribunal to settle disputes involving teachers is really necessary. The logic was never convincingly spelt out by the Union HRD minister. This is one facet of the issue. The other is the half-baked initiative, precisely the reason why the House of Elders has sought more time. The three-tier appeal structure is cumbrous and virtually unaffordable to many.

A campus, after all, is a centre of learning that can't be expected to double up as another legal forum. If teachers have to be involved in litigation all too often, it calls into question the efficacy of the system. There are more frills than substantive content in Mr Sibal's agenda — world class universities, foreign universities, offshore faculties, private (aka) corporate enterprise et al. As a distinguished academic pointed out recently, their "collective research output to date is virtually zero". Above all, an education tribunal is a contradiction in terms, an oddity on the campus that Parliament ought not to allow. Should the teachers feel aggrieved, they have the right to move court. It is a pity that advancement of learning has been accorded a minor rating in Mr Sibal's scheme of things.

Economic Times ND 02/09/2010 P7

Mahindras consolidate IT infrastructure across all group companies



N Shivapriya
MUMBAI

THE tractor-to-aerospace Mahindra group, with nearly 100 companies in its fold, is consolidating its entire IT infrastructure and applications. The entire exercise could cost over Rs 100 crore and take more than 500 people — the size of a small IT firm. The consolidation will help the newly-formed group executive board (GEB) to take decisions faster since it will have access to information across all the group's businesses. Plus, the move will result in major monetary benefits.

"This exercise will bring in synergy across various businesses. The GEB will be able to look at the talent pool across the group and relate to it much better. Earlier, someone who is good may have been recognised and promoted within his division. Now, there will be visibility at group level," said VS Parthasarathy, group CIO and EVP (finance and M&A) and member of the GEB. The Mahindra group has carried out a number of acquisitions over the last few years and the technology consolidation will help integrate these assets into the group faster.

To implement this ambitious project, the group has leveraged the skills of Tech Mahindra and Mahindra Satyam, the two IT firms in its fold, as well as Bristlecone, a smaller group firm in the enterprise software business. "I would call Tech Mahindra and Mahindra Satyam our platinum partners

in the exercise," said Mr Parthasarathy.

The group's IT infrastructure, which is currently scattered across different cities and countries, is being consolidated in three large data centres — a primary data centre housing all software and applications, a nearshore disaster recovery centre, and a third disaster recovery centre located in Chennai. The first phase of the project has already gone live at 44 companies, including the flagship Mahindra & Mahindra and at some of its acquired firms like Punjab Tractors and Kinetic Motors.

The businesses that have not yet been integrated include those which have more complexities like the operations in Germany and Australia, Parthasarathy said. The group has majority stake in two aerospace companies in Australia and in a components business in Germany through an earlier acquisition. All companies are expected to come under the common IT umbrella by March next year. The exercise will result in significant benefits, both tangible and intangible, for the group. For one, the group will be able to invest in fewer but more powerful and expensive computers rather than on a number of less powerful systems for individual firms. It will also free up real estate for other activities and result in more effective utilisation of IT systems and manpower. "The monetary benefits will be substantial. We should realise them fully in 2-3 years. But more than anything else, it will help in gov-

ernance at the group level," said Mr Parthasarathy.

While centralised procurement, better inventory management and productivity gains resulting from the consolidation will help the group more than recover the costs, the GEB will gain from access to key metrics, financial and otherwise, in a 'cockpit'. Closure of accounts across the group companies will also be faster as a result of the automation.

MOVING AHEAD

The consolidation will help the newly-formed group executive board to take decisions faster than before

"The hardest part of the whole exercise was conceptualising and selling it to the various businesses, each of which had their own software and process," said Mr Parthasarathy. Prior to the implementation, the group went through a rigorous process of discussion and debate. Functional heads of the various businesses, each of which was running its own customised process, met every week to decide on adopting a common process and standardising it across.

An operating council comprising CIOs of different businesses was responsible for the execution of the decisions being reviewed at the group level by an apex council, which included the presidents of all the businesses. This, Parthasarathy said, was most challenging part of the exercise because it involved consensus across all individual business units and getting them to agree to a common process. "But after a time, they were able to see the benefits of sharing best practices," he added.

Economic Times ND 02/09/2010 P7

Our plan is to build and buy: CA Tech CEO

THE \$4.2 billion New Jersey-based CA Technologies has been making news quite a number of times this year. First, with a change in brand name, it's third name, in last four years. Second, with its slew of acquisitions in the cloud and security space. This week, CA acquired — credit card authentication firm, Arcot Systems, founded by an Indian Ram Varadarajan, for \$200 million. CA Technologies CEO William E. McCracken, 67, who took over the reins in January this year speaks to Harsimran Julka about his vision for the company, the string of acquisitions, India plans and CA's role in the Unique ID project. Excerpts:

CA has already bought three IT companies in past eight months. Can we expect more buyouts this year?

We have reserved upto \$500 million in cash for fiscal year 2011 as part of our acquisitions strategy. Inorganic growth is part of our long-term plan. But it depends on what's available in the market as a strategic fit. Our strategy is to both build and buy. The route depends on what enables us to get to market fastest and most profitably. The latest acquisition of Arcot adds technology for fraud prevention and advanced authentication to CA's identity and access management (IAM) offerings.

From Computer Associates to CA Inc. in 2006 to now CA Technologies. What made you change the company's brand again?

Our growth strategy now is to extend into new areas like software-as-a-service, virtualization management and cloud computing. We wanted our brand to convey that transformation. The new name will also make us more distinct, in online searches. (Its acronym CA used to get confused with California). With the adoption of new name CA Technologies, we are communicating to the market



WILLIAM E. MCCracken CEO, CA TECHNOLOGIES

Our growth strategy now is to extend into new areas like software-as-a-service, virtualization management and cloud computing. We wanted our brand to convey that transformation

that we can help them deliver flexible IT services through the cloud and software as a service.

Large companies are stacking both hardware and software and bundling them for customers. Do you think bundling of IT services with hardware creates a risk of vendor lock-in?

Bundling of software with hardware by a vendor does create some amount of risk of a lock in for the customer. CA is vendor-neutral and platform agnostic. Our solutions work successfully across platforms. We are not going to try and sell customers hardware and throw in software. We sell software and the services to deploy it. We will continue to follow that.

CA is a large player in the enterprise security. Firms like Microsoft say that users should get a licence to surf the internet, as it may prevent cyber attacks. Do you agree?

There is no silver bullet when it comes to stopping cyber attacks. Understanding the source of current attacks is important. But attackers can easily move around different geographies. User awareness and training can prevent them from getting victimized. Enterprises should also consider the use of security solutions like role-based identity and access

management. Industry experts and governments globally should work together to devise strategies to fight against these cyber attacks.

What is CA's India plan for next two years? How do you plan to engage large Indian IT players?

The Indian market is unique for us at CA Technologies. Saurabh Srivastava, who is well-known in the Indian IT industry, is our Chairman in India. He works directly with me. No other single country market has such a role reporting directly to me. That alone, gives an idea of the importance, we place on India.

The India Technology Centre in Hyderabad develops about 30% of CA's global products. It is our largest such facility anywhere in the world, and employs over 1600 people.

We have invested about \$30 million in capital expenditure to build a new state of the art facility which will house another 1000 employees. It will be ready in 2010. We are increasing our coverage across the government, telecom, defence and BFSI verticals.

CA recognizes the increasingly critical role that large IT firms such as TCS, Infosys, Wipro, HCL, are playing to meet the needs of large enterprises global-

ly. Therefore, we have launched a new programme called Indigo. It focuses on partnering with top 6 Indian IT firms around the world. India is the only market outside of the US where we have adopted this approach.

What is CA India's strategy for the Unique ID project? Is it partnering some IT companies in some of the large tenders?

The Unique ID is a complex project with technology sophistication and scale of 1.2 billion people. This scale necessitates a new breed of infrastructure and applications that delivers the highest levels of availability, reliability, scalability and performance. To maintain the security of the citizen data the online authentication process would be by and far the most critical and challenging task of this initiative. CA Technologies is working closely with the government on the UID and many other projects.

What's your global vision and strategy for CA? CA Inc. has been lagging behind in some Asia Pacific markets. How do you plan to rectify that?

Global technology industry is at an inflection point. Businesses will embrace cloud computing and virtualization to drive dramatic change as they emerge from the downturn. Though we would remain in the mainframe business, our focus would now shift to offering these two technologies.

The company will undergo a process of global restructuring in the coming few months. Today the US market contributes 55% to our global revenues (of \$4.2 billion). About 45% comes from the rest of the world. We want to reverse this ratio in the coming few years. For this we have created a new group called Growth and Emerging Markets (GEM). India is part of that.

Political & Business Daily ND
02-Sep-10 p-6

Education Tribunal Bill to be passed in next session: Sibal

PBD BUREAU/PTI

NEW DELHI, SEPT 1



A day after a key education Bill was deferred because of opposition from MPs from Congress and other parties, HRD Minister Kapil Sibal today said he would not blame anybody for failure to pass it and hoped the proposed legislation would be passed in the Winter session.

Putting up a brave face on the issue, Sibal expressed determination to work for building the future of children.

"I am willing to take every responsibility for whatever happened. I think it is very ungracious for me to blame anybody," he told reporters on the sidelines of a function here.

Sibal faced an embarrassing situation in the Rajya Sabha yesterday when Congress member Kesava Rao, joined by members from other parties, attacked him for his "hurry" to get House to pass the Education Tribunal Bill which has already adopted by the LS.

In view of the opposition, the minister did not press for its passage.

Later in the evening, he

met Prime Minister Manmohan Singh to apprise him of the developments.

Asked whether he raised with the Prime Minister the issue of poor floor management in the House, Sibal said "I informed him what happened in the House as a minister. Nothing more than that."

He said before taking up the Bill which provides for setting up of a tribunal to decide on conflicts in the education sector, he had consulted

Opposition members both in the Lok Sabha and the Rajya Sabha.

"The House wanted more debate on the issue and we agreed. We will debate further in the Winter session. It will be passed in the Rajya Sabha," he said.

Sibal said he presented all the facts before the House regarding the Bill within the time given to him. "The House still wanted further discussion and I had no objection to this," he said.

When asked about the stiff opposition to the Bill including from Congress members, he said that as a Minister, he respected the mood of the House.

Economic Times ND 02/09/2010 P8

When It Comes To Gadgets, TOUCH MATTERS MOST

Claire Cain Miller

WHOEVER SAID technology was dehumanising was wrong. On screens everywhere — cellphones, e-readers, ATMs — as Diana

Ross sang, we just want to reach out and touch. Scientists and academics who study how we interact with technology say people often try to import those behaviours into their lives, as anyone who has ever wished they could lower the volume on a loud conversation or Google their brain for an answer knows well. But they say touching screens has seeped into people's day-to-day existence more quickly and completely than other technological behaviour because it is so natural and intuitive.

Device-makers in a post-iPhone world are focused on fingertips, with touch at the core of the newest wave of computer design, known as natural user interface. Unlike past interfaces centered on the keyboard and mouse, natural user interface uses ingrained human movements that do not have to be learned. "It's part of the general trajectory we're on in the computing industry — this whole notion of making computers more open to natural human gestures and intentions," said Eric Horvitz, distinguished scientist at Microsoft Research.

The latest is a new line of Sony e-readers that the company will introduce on Wednesday. For the first time, all have touch screens; Sony decided on the technology after watching person after person in focus groups automatically swipe the screen of its older, nontouch e-readers. Research in Motion now makes touch-screen BlackBerrys. Amazon.com is expected to make a Kindle with a nonglare

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touch screen, and Garmin has introduced touch-screen GPS devices for biking, hiking and driving. New Canon and Panasonic digital cameras have touch screens and Diebold, which makes ATMs, says that more than half the machines that banks order today have touch screens. Brides-to-be can scroll through bridesmaid dresses on a Hewlett-Packard touch-screen computer at Priscilla of Boston bridal boutiques, and a liquor store in Houston uses the HP screen as a virtual bartender, giving customers instructions for mixing drinks. The screens show up on exercise machines, in hospitals, at airport check-in terminals and on Virgin America airplanes.

"Everyone who touches or takes a reader in their hand, they touch the screen," said Steve Haber, president of Sony's digital reading division. "It's what we do." Some people even try to use touch screens when their devices have none.

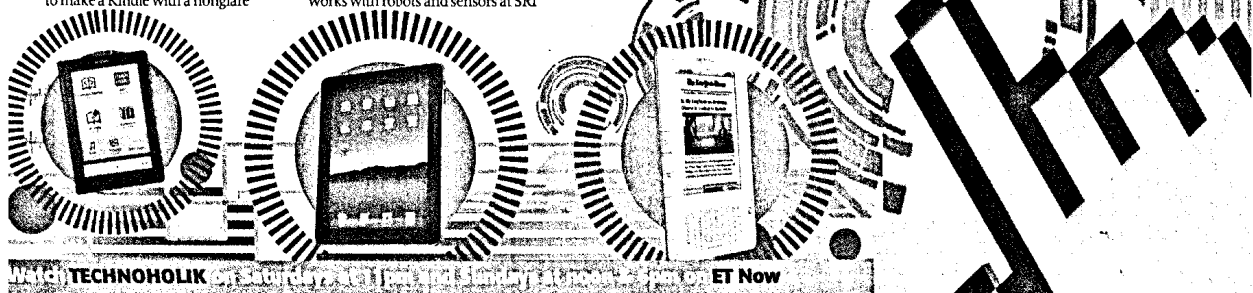
"I had to use my sister's BlackBerry to make a call, and I just kept swiping and touching," said Susannah Wijsen, 40, who works in advertising in San Francisco and had grown used to tapping out phone numbers on her iPhone screen. "It didn't even occur to me to use the keyboard." Though scientists have been working on natural user interface, Apple made touching, swiping and flicking at screens mainstream, said Harsha Prabhad, a research engineer who works with robots and sensors at SRI

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Virginia Campbell, 99, learned to type on a typewriter and had never used an ATM or other touch screen. But when her children gave her an iPad two days after it came out, she found touching the screen to be instinctual. "It was no problem," said Ms Campbell, and uses her iPad daily to write limericks and reread classic novels. "It was a light tap and I have had no trouble at all."

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Indian Express, ND 02/09/2010 p-3

Court asks IIPM, UGC to clarify on affiliation

UTKARSH ANAND

NEW DELHI, SEPTEMBER 1

DAYS after the University Grants Commission (UGC) made it clear that the Indian Institute of Planning and Management (IIPM), run by Arindam Chaudhuri, is not recognised by the government or any of India's higher education bodies, a PIL has challenged the legality of it "franchising" the education by way of conferring degrees through a foreign university.

Adding to the worries of IIPM students, the petition that came up for hearing in the Delhi High Court on

Wednesday was also supported by the UGC and the All India Council for Technical Institution (AICTE), which reiterated IIPM figured in their list of "fake" universities and that several notices had been served on them to not advertise its courses using the name of UGC, AICTE and the Ministry of Human Resource Development.

The Division Bench of Chief Justice Dipak Misra and Justice Manmohan treated the PIL as a "serious" matter and said illusions of any kind with respect to affiliation was impermissible for an institution providing education, as it concerned the future

of the students. "No educational institution has the right to put students under any illusion or confusion in a country ruled by the law," said the Bench.

The court has asked the Union of India, UGC, AICTE and the IIPM to file affidavits clarifying their stand on the disputes over affiliation and about the validity of the degrees being provided by the institute.

On the question of "franchising" education and providing it in an extra-territorial manner not allowed under the laws of the country, Justice Misra sought responses from the IIPM and government guidelines in

the matter.

The PIL filed through advocate A J Bhambhani has objected to IIPM granting degrees through a foreign university when it has been declared "fake". Bhambhani further claimed that the petitioner had the e-mails from the foreign university, with which IIPM claims affiliation, stating it had nothing to do with IIPM.

Supporting his contentions, the UGC counsel told the court IIPM could not be allowed to function as a coaching institute and then confer degrees from foreign universities.

Justice Misra issued notices to all parties, including the foreign varsity.

Economic Times ND 02/09/2010 P11

Rethink snooping app on BlackBerry

THE CONTROVERSY OVER THE GOVERNMENT's attempt to gain access to communications using the BlackBerry service highlights the need for the government to balance several often-conflicting interests: surveillance, access to new technology and privacy rights. There is no denying the right of the government to engage in surveillance. Indeed, given the large groups of disgruntled people in India and our long borders with unreliable neighbours, the threat of terrorism is probably far greater to us than to sanitised countries such as the US.

However, the government's focus on gaining access to communications using the BlackBerry Enterprise Solution is disturbing. It essentially relates to the possibility of a terrorist lurking in a large company using his company identity to send emails to another terrorist.

The truth is that there are many kinds of communications sent by large companies that are already encrypted. Some of these communications, depending on the routing, the placement of servers, location of the recipient and mode of receipt may never traverse telecom resources in India in unencrypted form, whether sent through private leased circuits or through the internet. Therefore, even if the government gets at emails using the BlackBerry Enterprise Server, it will not be able to access all emails sent by big companies. In this regard, the comment of RIM CEO Michael Lazardis is quite pertinent — if you don't want encryption, shut down the internet!

While RIM's problem is about how to give access to emails that are encrypted by its customers, the concerns of customers relate to giving the government unhindered access to their communications. They don't have a problem allowing the government access provided a specific request is made by the competent authority. This brings to mind a particular legal issue: ISP regulations use some ambiguous language to state that if individuals/groups/organisations want to use encryption above 40-bit key length, they must deposit the keys with the government. The view has been that this applies only to ISPs and not to their customers. Indeed, the government's own regulations on online banking and share trading prescribe higher encryption levels.

The key concern for businesses is the possibility of misuse of the access, given the high levels of corruption in governance. What is the protection against a government official sitting in a control room



SHAILESH WARANG

STEPHEN MATHIAS

Partner (Technology Law Practice)
Kochhar & Co

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and making use of price-sensitive market information? Or selling intellectual property and confidential information? How about revealing transcripts of embarrassing private conversations among business leaders or celebrities as has happened frequently in Italy?

This brings us to the issue of privacy. Privacy is important just for privacy's sake — violating someone's privacy is wrong whether you make use of the information or not. Under the rules of the Telegraph Act and the Information Technology Act, the government can intercept any communication, voice or otherwise, on obtaining approval from the relevant home secretary, at the central or state level.

To be truly protected, the permission must be given by an independent authority, such as a court.

In the US, all interceptions require court approval. Plus, the environment in which interceptions takes place is also important. What checks are in place to ensure that data and recordings are not leaked, or are deleted or destroyed when no longer relevant? What technology is in place to track who or what is being accessed?

Apparently, the next targets are Skype and Google, both of which encrypt communications. Seeking access to the consumer segment makes more sense. But it cannot be at the cost of denying people access to cheaper technology. Many Indians use Skype for communicating with their families overseas because it is free — you pay for the internet access only. Banning Skype will adversely affect them. The government should instead entice foreign VoIP players to come under Indian regulations by removing restrictions on the way in which internet telephony can be used and allowing 100% foreign ownership. Foreign players will then have an incentive to meet the government's requirements on surveillance.

The government has recently prescribed a security policy to be adhered to by vendors of Indian telcos. First it said that the vendors must agree to a transfer-of-technology clause. Read literally, a transfer is a change of ownership, but practically, it meant giving access to the technology in case the foreign vendor failed to meet the telco's needs in future. Then it said that the intellectual property must be put into escrow with a certifying authority appointed by the government. The vendor has to sign an agreement drafted by the government, in which the grounds for release of the intellectual property are poorly and loosely written.

Can a large business seriously sign such a document involving its valuable intellectual property that is responsible for millions of dollars of revenue? Indeed, the main conclusion you draw is that while the government is serious about security, it has failed to apply that seriousness to its security regulations, thereby setting out an impractical, lopsided and poorly-drafted document whose main effect is to deprive the country of valuable technology.

While surveillance is necessary, the government should have a balanced policy that ensures it goes after the real targets, maintains business confidence, ensures proper safeguards are in place to protect privacy and avoids denying people and businesses the use of new technology.

Business Standard
ND02/09/2010 P-3

Govt to ask Google, Skype to give data access

BS REPORTERS

New Delhi, 1 September

All companies providing communication services in the country, including Google and Skype, will have to provide access solutions to let security agencies monitor their data. The notices were being sent to all firms providing communication services in India to allow lawful access to security agencies when required and they would have to set up a server in India, Home Secretary G K Pillai said.

The remarks came two days after the makers of BlackBerry, Research in Motion, averted a possible ban on its services in India by agreeing to set up a server in India. The government had extended the August 31 deadline for RIM by 60 days, giving a much awaited relief to 1.2 million users of BlackBerry in the country.

Home Minister P Chidambaram also said RIM had begun giving access to its data. The government was firm on its demand for unconditional and real-time lawful access of the encrypted data and there would be no let up on the security concerns of the country, he said.

He also made it clear that security of the nation would not be compromised in operation of BlackBerry, Google and Skype.

To win over today's users, gadgets have to be touchable

Claire Cain Miller

WHOMEVER said technology was dehumanising was wrong. On screens everywhere—cellphones, e-readers, ATMs—as Diana Ross sang, we just want to reach out and touch. Scientists and academics who study how we interact with technology say people often try to import those behaviours into their lives, as anyone who has ever wished they could lower the volume on a loud conversation or Google their brain for an answer knows well. But they say touching screens has seeped into people's day-to-day existence more quickly and completely than other technological behaviours because it is so natural, intimate and intuitive.

And so device makers in a post-iPhone world are focused on fingertips, with touch at the core of the newest wave of computer de-

sign, known as natural user interface. Unlike past interfaces centered around the keyboard and mouse, natural user interfaces uses engrained human movements that do not have to be learned. "It's part of the general trajectory we're on in the computing industry—this whole notion of making computers more open to natural human gestures and intentions," said Eric Horvitz, distinguished scientist at Microsoft Research.

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"The future's going to be in fusing together several different natural human behaviours—how people point, gesture and coordinate with each other," Horvitz at Microsoft said. "Touch is a beautiful tip of the iceberg for talking about where things are really headed."

NYT

Mint, ND 02-Sep-10 p-9

HELPING HAND

HCL Technologies to help government's \$35 computer project

By PRASHANT K. NANDA
prashant.n@livemint.com

NEW DELHI

Computer services firm HCL Technologies Ltd will help manufacture 100,000 low-cost computers under a government project to boost the role of technology in education. The Indian Institute of Technology (IIT), Rajasthan will test them out.

At a meeting of the national mission on education through information and communication technology, or NMEICT, the human resource development (HRD) ministry said IIT-Rajasthan will carry out "intensive laboratory and field tests across the country" using the devices. The meeting allocated ₹30 crore for the project, and decided to procure the \$35 computers before 10 January. The computers, unveiled on 23 July, will be made available to university-level students from the second half of next year.

The Wednesday meeting was attended by HRD minister Kapil Sibal, HCL's chief executive Ajai Chowdhary, the telecom secretary, the scientific secretary to the government's principal scientific adviser and the directors of several IITs.

"Yes, HCL is our partner," IIT-Rajasthan's director Prem Kalra said. "We as an institute will not directly manufacture the computer. HCL will help us." HCL could not be immediately reached for comment.

Ministry officials said IIT-Rajasthan will conduct field trials in different parts of the country, at different times and under different weather conditions, to gauge the efficiency of the computers. If the computers pass the field tests, the government will procure 1 million units in the first phase, making them available to undergraduate and postgraduate students across the country. There are 12.4 million higher education students in India.

The low-cost computer has been developed by students and scientists from the IITs in Kanpur, Jodhpur (Rajasthan),



Affordable technology: Kapil Sibal.

Chennai, Mumbai and Kharagpur, and the Indian Institute of Science (IISc), Bangalore, in collaboration with NMEICT.

The 8.9x7-inch touch screen device, weighing 1.5kg, is not as advanced as a modern-day personal computer, but it will

offer support for video, web conferencing, PDF reader, unzip tool, computing programmes such as Open Office, an input-output interface option for allowing

IPTV, digital TV and media players, among other things.

The ministry wants to upgrade these computers as well. The process "would begin as soon as possible, not later than 10 January 2011," a ministry official said, requesting anonymity.

"There will be simultaneous field trials across many locations of the country. A report will be prepared for the ministry, which will be the base of the scaling up of production of such low-cost computing device in future," the official said.

This is the first tangible success for the government's efforts to provide cheap computers to students. Five years ago, US-based One Laptop Per Child Association Inc. offered computers at \$100 in India, as part of a mission to provide affordable educational computers across the developing world.

But the HRD ministry declined the offer as the cost was still over its budget. In 2006, the ministry promised to produce computers that could be sold for as low as \$10.

If the computers pass field tests, the government will buy 1 million units in the first phase

Mint, ND 02-Sep-10 p-13

CHANGING TREND

For the tech-savvy, all gadgets now need to have touch screens

Firms are focusing on touch screens for devices ranging from cameras, cell phones and e-readers to ATMs

By **CLAIRE CAIN MILLER**
feedback@livemint.com

NEW YORK

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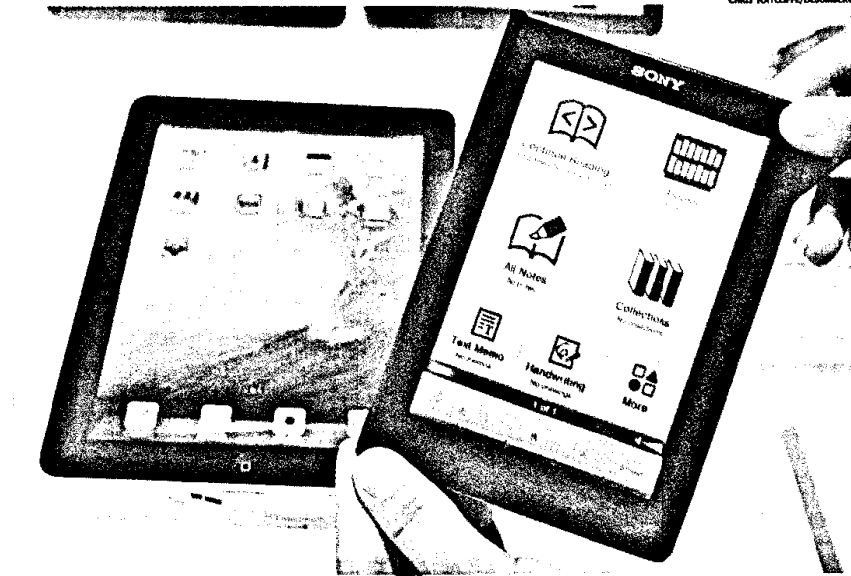
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Tactile revolution: A file picture of Sony Corp.'s e-reader, held up in front of an Apple Inc. iPad tablet computer. Sony is set to introduce its new e-readers, all of which will have touch screens.

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STORAGE CAPACITIES

HP to work with Hynix on new memory chips

BY JOHN MARKOFF
feedback@livemint.com
.....
SAN FRANCISCO

Hewlett-Packard Co. (HP) said on Tuesday that it would commercialize a new computer memory technology with **Hynix Semiconductor Inc.**, the South Korean chip maker.

Hynix's agreement to build computer memories using a technology HP scientists developed called memristors indicates that more computer memory will be packed in even smaller devices in the second half of this decade. The two companies said the memristors will be commercially available in about three years.

To date, the memristor's

most likely application is for dense non-volatile memories, which is what is used in flash memory cards for products such as cameras and personal computers. It is not out of the question, however, that it might play a role in other kinds of chips, including micro-processors, in the future.

The agreement to build the memory chips validates the work of Leon O. Chua, a University of California, Berkeley, electrical engineering professor. In 1971, he proposed a

fourth basic circuit element (the other three are the resistor, capacitor and inductor) and called it a memristor, or memory resistor, as a simpler alternative to transistors. The idea languished for many years before a team of HP researchers found a way to use it in 2006.

Memristors are still viewed as laboratory and academic experiments by the majority of the world's leading semiconductor firms, most of whom have settled on a competing technology known as Phase

Change Memory, or PCM.

However, HP scientists said they travelled the world discussing memristors with all of the leading chip makers before settling on their commercial development agreement with Hynix, the world's second-largest maker of memory chips behind **Samsung Electronics Co. Ltd.**

"Right now the memristor outperforms flash," said Stan Williams, an HP Labs scientist who has led the development effort. HP researchers have described ways to design 1,000-layer memristor-based chips, although they acknowledged that with current manufacturing techniques such devices would not be practical.

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Financial Chronicle ND 02/09/2010 P1

Children of technology czars reap big fortune

THANUJA BM
& KUMAR SHANKAR ROY
Bangalore

WHAT'S common between Akshata Murthy, Shruti Shibulal, Rishad Premji, Arianth Gajendra Kumar Patni and Uday Jain? They are the 'tech kids', the children of India's famous tech

entrepreneur-fathers but crorepatris in their own right.

Financial Chronicle analysed six IT firms with over Rs 1,000 crore market cap that have individuals as promoters - Infosys, Wipro, Patni, Mastek, Hexaware & Polaris - to see how the tech kids' for-



Akshata



Uday



Shruti

tunes have changed vis-à-vis their companies between the height of slump and now.

The combined holdings of these 'Richie Rich' kids of Indian tech, born with a silver spoon in the mouth, has zoomed to over Rs 9,500 crore, up 144 per cent from about

Rs 3,900 crore in the 15-month period from March last year till now. The rise in overall holding value does not take into account dividend income. In that time the market cap of the six companies went up by 165 per cent.

Turn to P10

Big fortunes for tech czars' kids

from P1

At Rs 8,352 crore, the Infosys second generation accounted for the bulk of the gain. At the top of the league are Infosys chief mentor NR Narayana Murthy's two children, Akshata and Rohan, worth Rs 2,250 crore and Rs 2,206 crore, respectively at Wednesday's closing price of Rs 2775.75.

Their present portfolio, which can allow them to buy a company of MindTree's size twice over, has increased from about Rs 950 crore in March 2009, when markets crashed and the Infosys stock was at a low of Rs 1,100.

Next are Infosys CEO SD Shibulal's children, Shruti and Shreyas, who are each worth around Rs 1,019 crore, up from Rs 440 crore some 15 months ago. Twenty-five-year-old Shruti runs a plush restaurant called Caperberry in Bangalore, while Shreyas was last heard studying abroad. Others including the children of Nandan Nilekani, K Dinesh and Kris Gopalakrishnan have seen their value of stake zoom up by 132 per cent.

Wipro chairman Azim Premji's two sons, Rishad and Tariq, own 9,46,000 shares (0.04 per cent) and 2,65,000 shares, respectively, of the company. Thus the value of their holding is Rs 38 crore and Rs 11 crore, respectively at Wednesday's closing price of Rs 403.

Rishad, 30, has been working with Wipro and has

just got a promotion to a key position. Younger brother Tariq works with PremjiInvest. It should, however, be remembered that a couple of holding companies of the Premji family hold about 75 per cent while Azim Premji and his wife Yasmeen hold about 3 per cent.

Quite a few Patni scions (children of three brothers and co-founders Narendra Patni, Gajendra Patni and Ashok Patni) figure on the promoter list of Patni Computers and their stock gained by an average of over 300 per cent since March 2009. Top among them in shares held and value is Arianth Gajendra Kumar Patni at Rs 225 crore. Apoorva Ashok Kumar Patni comes next with Rs 200 crore.

Children from the Mastek, Hexaware and Polaris promoter families have small stakes valued at less than Rs 10 crore, except Uday Jain, son of Polaris chairman and managing director Arun Jain. Uday holds shares worth Rs 10.36 crore. Priyanka Nishar (daughter of Hexaware's Atul Nishar) and Shankar Sundar (son of Mastek co-founder R Sundar) have shares worth over Rs 1 crore.

In HCL Technologies, founded by Shiv Nadar, his only daughter Roshni Nadar owns only 174 shares though it is not known how much stake she has in the firm through trusts and holding company HCL.

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Financial Chronicle ND 02/09/2010 P1

Touch points to a beautiful tip of technology iceberg

CLAIRE CAIN MILLER
International Herald Tribune

WHOEVER said technology was dehumanising was wrong. On screens everywhere — cellphones, e-readers, automated teller machines — as Diana Ross sang, we just want to reach out and touch.

Scientists and academics who study the ways we interact with technology say that people often try to import those behaviours into their lives, as anyone who has ever wished they could lower the volume on a loud conversation or Google their brain for an answer knows well.

But they say that touching screens has seeped into people's day-to-day existence more quickly and completely than

other technological behaviours because it is so natural, intimate and intuitive.

And so device-makers are focused on fingertips, with touch at the core of the newest wave of computer design, known as natural user interface.

Unlike past interfaces, which were centred on the keyboard and mouse, natural user interface uses ingrained human movements that do not have to be learned.

"It's part of the general trajectory we're on in the computing industry — this whole notion of making computers more open to natural human gestures and intentions," said Eric Horvitz, distinguished scientist at Microsoft Research in Redmond, Washington.

Turn to P10



Touching screens has seeped into day-to-day life

From P1

The latest is a new line of Sony e-readers that the company introduced on Wednesday.

For the first time, all have touchscreens. Sony decided on the technology after watching person after person in focus groups automatically swipe the screens of its older, non-touch e-readers.

Research In Motion now makes touchscreen BlackBerrys.

Amazon.com is expected to make a Kindle with a non-glare touchscreen, and Garmin has introduced touchscreen GPS devices for biking, hiking and driving.

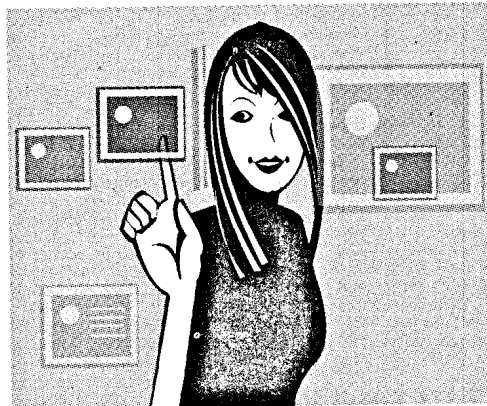
New Canon and Panasonic digital cameras have touchscreens and Diebold, which makes ATMs, says that more than half the machines that US banks order today have touchscreens.

Brides-to-be can scroll through bridesmaid dresses on a Hewlett-Packard touchscreen computer at Priscilla of Boston bridal boutiques, and a liquor store in Houston uses the HP screen as a virtual bartender, giving customers instructions for mixing drinks.

The screens also show up on exercise machines, in hospitals, at airport check-in terminals and on Virgin America airplanes.

"Everyone who touches or takes a reader in their hand, they touch the screen," said Steve Haber, president of Sony's digital reading division. "It's what we do."

Some people even try to use



touchscreens when their devices have none.

"I had to use my sister's BlackBerry to make a call, and I just kept swiping and touching," said Susanah Wijsen, 40, who works in advertising in San Francisco and had grown used to tapping out phone numbers on her iPhone screen.

"It didn't even occur to me to use the keyboard," she added.

Though scientists have been working on natural user interface, Apple made touching, swiping and flicking at screens mainstream, said Harsha Prahlad, a research engineer who works with robots and sensors at SRI International, a research institute based in California.

"All of the technologies existed, but by bringing it together in a seamless fashion, the iPhone had a lot to do with it," he said.

Virginia Campbell, 99, learned to type on a typewriter and had never used an ATM or other touchscreen. But when her children gave her an iPad two days after it came out, she found touching the screen to be instinctual.

"It was no problem," said Campbell, who lives in Lake Oswego, Oregon, and uses her iPad daily to write limericks and reread classic novels. "It was a light tap and I have had no trouble at all."

Shumin Zhai, a research scientist who studies human-computer interaction at the IBM Al-

"EVERYONE
who touches or
takes an e-reader
in their hand, they
touch the screen"

Steve Haber
President,
Sony's Digital Reading Division

maden Research Centre in San Jose, California, noticed the phenomenon among participants in a study he performed.

"People inevitably point at the screen, thinking something would happen — it's such a natural behaviour," he said. "My own 2-year-old daughter amazingly could use the iPad and somehow it was intuitive."

For readers who are used to turning paper pages, electronic books invite touch perhaps more than anything else. Many Kindle screens have been sullied by errant fingers before their frustrated owners realised that readers turn the pages of an e-book using buttons on the side of the device.

Amazon bought a touchscreen startup, Touchco, but the current touchscreen technology added too much glare, Jeffrey P. Bezos, chief executive of Amazon said in an interview when the company introduced the newest Kindle.

"It has to be done in a different way," Bezos said. "It can't be a me-too touchscreen."

Two of Sony's previous readers, the Touch and Daily Editions, had touchscreens, but they produced a glare and required a hard, forceful touch. In the new versions, Sony removed the top layer of glass from the screen to reduce the glare and effort.

Sony's new e-readers, whose prices range from \$179 to \$299 in the United States, are not the cheapest on the market, but Haber said that people were willing to pay for the features they wanted and that touch was at the top of the list. He noted that when Sony's last line of e-readers was introduced, many people paid \$100 more for the touchscreen version.

The next generation of screens might not even need a touch. Instead, they will understand the gestures of people standing in front of them and pick up on eye movement and speech.

"The future's going to be in fusing together several different natural human behaviours — how people point, gesture and coordinate with each other," Horvitz of Microsoft said. "Touch is a beautiful tip of the iceberg for talking about where things are really headed."

Mail Today, ND 02/09/2010 p-18

Virus attack hits CAT 2010 online portal

By **Mail Today Bureau**
In New Delhi

BARELY two days after online registration for the Combined Admission Test (CAT) 2010 opened, its official website has come under virus attack.

The official site www.cat11m.in was inaccessible to visitors for most of Tuesday and Wednesday.

With CAT 2009 being controversial because of technical snags marring its first-ever online exam, the website's inaccessibility has led to panic among the MBA aspirants.

"A message warning that the site could harm my computer would pop up each time I tried opening the website. This eventually stopped by Wednesday evening," said Kavita Sharma (22), a CAT aspirant.

CAT is a compulsory entrance test for admission to the premier Indian Institutes of Management (IIMs).

Prometric, the official administration of the online examination, clarified that candidates had nothing to worry about as the malware was removed.

"Candidate information is protected with enterprise-class security, is confirmed to be safe, is completely segregated from the www.cat11m.in website," said a statement issued by Prometric on Wednesday.

"All registration data is safe as this site only provides basic information. For online registration the aspirants need to visit <https://iim.prometric.com> which is a secure site," said Himanshu Rai of IIM Lucknow, convenor of CAT 2010.

The registration process is on till September 27. The online exam has been advanced by over a month and will be conducted from October 27 to November 24.

Financial Express ND
02/09/2010 p-6

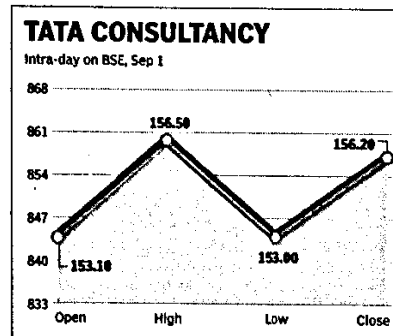
** TCS arm in UK wins contracts worth Rs 1,800 cr

fe Bureau

Mumbai, Sep 1: India's largest IT software firm Tata Consultancy Services (TCS) said its UK subsidiary Diligenta, which provides business process outsourcing (BPO) services, has bagged two life and pension contracts worth £250 million (around Rs 1,800 crore). The contracts come from the Phoenix Group and Old Mutual International following the transfer of Unisys Insurance Services (UISL) UK life and pensions services business to Diligenta.

Diligenta's new contract with Phoenix Group has been extended by an additional six years until 2018 and both contracts will generate £250 million in revenue for the company over that period, reinforcing Diligenta's position as one of the largest BPO providers in the UK. With this, the number of policies Diligenta now administers will rise from 3.6 million to over 5 million.

"TCS set up Diligenta to specialise in the



These new wins cement the company's position amongst the largest providers of such services in the UK market and demonstrates our ability to closely partner with our customers

— **Phiroz Vandrevala**, Diligenta chairman and TCS executive director

provision of BPO services for the UK life and pensions industry. These new wins further cement the company's position amongst the largest providers of such services in the UK market and demonstrates our ability to closely partner with our customers," Diligenta chairman and TCS executive director Phiroz Vandrevala said.

Diligenta recently announced a major IT transformation programme, migrating two million policies for Phoenix Group from numerous platforms onto the single TCS BaNCS system. The objective of the programme was to improve operational efficiency, with a view to enhancing customer experience.

Financial Express ND 02/09/2010

p-6

INTERVIEW: WILLIAM E MCCRACKEN**CHIEF EXECUTIVE OFFICER, CA TECHNOLOGIES**

We are increasing our coverage of the Indian market

It is difficult to unsettle William E McCracken, the CEO of CA Technologies, formerly CA, Inc and Computer Associates. He even seems unruffled when the discussion veers around the company's past chairman & CEO, Sarjaj Kumar - who was sentenced a 12-year prison term in November 2007 for a securities fraud and obstruction of justice. Instead, the 67-year old McCracken is working overtime to give new direction to the company. The name change and a new business focus signals a broadening of the company's strategy beyond its core franchise of mainframe software into new tools that help enterprises manage their technology in what the industry calls the cloud. In a conversation with Sudhir Chowdhary, he talks about the rationale behind the name change and the company's new growth strategy. Excerpts:

CA was in the news for all the wrong reasons in the past couple of years. Do we see these branding attempts

as a means to get over the past?

Those times are long behind us, and neither we nor our customers dwell on the past. Our growth strategy is transforming the company, building on our heritage of managing and securing information technology and extending that into new areas like software-as-a-service, virtualisation management and cloud computing. With the adoption of CA Technologies, we are communicating to the market that our core capabilities that customers have trusted for over thirty years are stronger than ever, and that we can also help them to deliver more flexible IT services through the cloud and SaaS.

Don't you think the technology matrix of tech majors will continue to shift to Asia Pacific, with countries such as India contributing a larger chunk especially on the R&D front?

India is a growing and dynamic IT market. There will be a great deal of opportunity in the coming years. We



have invested significantly in R&D via the India Technology Centre in Hyderabad. We also see strong growth across Asia and in Latin America, and are investing there.

Have you seen a recovery in tech spending yet? What will be your strategy to target markets like India?

We see positive signs of recovery in different markets around the world - including India. However it's difficult to make any conclusions at this point about the future of the

economy. A view to growth is a key aspect of our strategy. Today the US market contributes 55% or our revenues with 45% coming from the rest of the world. I expect to reverse this ratio in the coming years. With that in mind, we have created a group called Growth and Emerging Markets under the stewardship of John Ruthven. India is a part of the GEM business unit.

Specific to India, 2009-10 was a year of strengthening our sales force. We grew our sales headcount in India by 20%. We are increasing our coverage of the Indian market, especially across the government/public sector, telecommunications, defence and financial services verticals.

But that is just one part of the story. The India Technology Centre is the largest within CA anywhere in the world with about 1,600 employees. Our additional \$30 million capital expenditure on the facility which has the capacity to house another 1,000 employees should be ready in the

third quarter.

How has the slowdown impacted the enterprise IT software management market for CA globally?

I am pleased that throughout the economic downturn, CA has held up remarkably well. It had a lot to do with what we provide our customers. Our software is "must have" instead of "nice to have" if customers want to maximise the effectiveness and efficiency of their IT infrastructures.

Is CA open to acquisition of Indian IT firms?

We have built products from the ground in our facility in Hyderabad and have acquired a number of companies over the past year to support our strategy focusing on fast growing markets. We are open to acquisitions anywhere in the world provided these potential acquisitions are in line with CA Technologies' stated strategy and growth imperative.

A wireless offer that redefines the field



David Pogue

STATE OF THE ART

Someday, they will build wireless Internet into every building, just as they build in running water, heat and electricity today. Someday, we will not have to drive around town looking for a coffee shop when we need to check our e-mail.

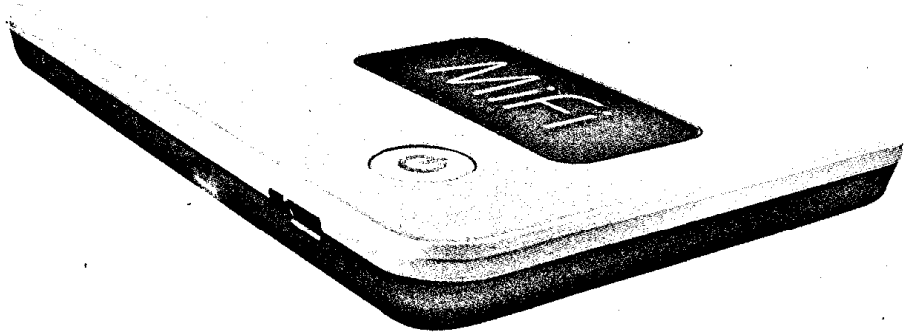
If you want ubiquitous Internet while living or traveling in the United States today, though, you have several choices — all compromised and all expensive.

You could get online using only a smartphone, but you would have to view the Internet through a shrunken keyhole of a screen and in the United States, at least, you would pay at least \$80 a month. You could equip your laptop with a cellular aircard or USB stick, each of which costs \$60 a month, but you would be limited to five gigabytes of data transfer a month. You could use tethering, in which your laptop uses your cellphone as a glorified Internet antenna, but that adds \$20 or \$30 to your phone bill, also has a fixed data limit and eats through your phone's battery charge in an hour.

Last year, there was much talk in the United States when Novatel unveiled a new option: the MiFi. It sets up a private Wi-Fi bubble, a personal, portable, powerful wireless hot spot that follows you everywhere. The MiFi gets its Internet signal from a 3G cellphone network and converts it into a Wi-Fi signal that as many as five people can share.

The MiFi released by Virgin Mobile in the United States this week is almost exactly the same thing as the one offered by Verizon and, until recently, Sprint — but there is a twist that makes it revolutionary all over again.

The Virgin MiFi, like its rivals, is still an amazing gadget to have on long car rides with the family, on woodsy corporate off-site meetings, at disaster sites, at trade show booths or anywhere you cannot get Wi-Fi. If you live alone, the MiFi could even be your regular home Internet service.



MiFi devices, like the MiFi 2200 from Novatel, set up a private, powerful wireless hot spot that follows you everywhere.

But three things about Virgin's new MiFi are very, very different. First, the plan is unlimited. You do not have to worry about exceeding the five-gigabyte data limit, as you do with cellular-modem products in the U.S. market from Verizon, Sprint, AT&T and T-Mobile.

Second, Virgin requires no contract. You can sign up for service only when you need it. In other words, it is fine with Virgin if you leave the thing in your drawer all year and activate it for the two months you will be traveling.

Third, the service price in the United States for this no-commitment, unlimited, portable hot spot is \$40 a month.

Compare that with the cheapest cellular modems from AT&T, Verizon, T-Mobile and Sprint, which cost \$60 a month. And those modems require a two-year contract and come with those scary five-gigabyte monthly data limits.

(A separate Virgin plan lets you pay \$10 for a 100-megabyte chunk of Internet use that expires in 10 days. It is intended for people who travel and want to keep in touch with e-mail without having to fork over a whole month's worth of money — and without paying \$15 or \$25 for each night of overpriced hotel Wi-Fi. And speaking of options, Virgin also offers a standard USB plug-in cellular modem with the same pricing details.)

I have pounded my head against the fine print, grilled the product managers and researched the heck out of this, and I simply cannot find the catch.

Is it the speed? No. You are getting exactly the same 3G speed you would

I have pounded my head against the fine print and I simply cannot find the catch.

get on rival cellular modems and MiFi's. That is, about as fast as a DSL modem. A cell modem does not give you cable-modem speed, but you will have no problem watching online videos and, where you have a decent Sprint signal, even doing video chats.

Is it the coverage? Not really; Virgin uses Sprint's 3G cellular Internet network, which is excellent. You are getting exactly the battery life and convenience of Verizon's MiFi — for two-thirds the monthly price.

(Why would Sprint allow Virgin to use its data network but undercut its own pricing in such a brazen way? Because Sprint is focused on promoting its 4G phones and portable hot spots — even faster Internet, available in the United States in only a few cities so far.)

That is not to say that there is no fine print whatsoever.

First, the Virgin plan does not include roaming off Sprint's network; the old Sprint MiFi plans did. According to Virgin, that is not a big deal — the regular Sprint network covers 262 million people, whereas roaming would cover 12 million more — but it means that you might be out of luck in smaller towns.

Second, the Virgin MiFi cannot plug directly into your computer's USB port to act as a wired cellular modem, as can

other carriers' MiFi units. You can connect to it only wirelessly, if you care.

Finally, remember that the Virgin MiFi is still a MiFi. It still has only a single, illuminated button that serves as the on-off switch and an indicator light — and you have to press that button and wait about 20 seconds before you can get online.

But come on — \$40 a month? With no commitment or contract?

I did a little survey of broadband Internet prices among my Twitter followers. It turns out that \$40 a month is not only an exceptional price for cellular (portable) Internet service — it is among the lowest broadband prices in the United States, period. A few people reported paying \$35 a month for DSL service. But most pay \$50 to \$60 for high-speed Internet.

And unlike those plans, Virgin lets you turn on service only when you want it. You can buy service — as with a prepaid phone — by either calling a toll-free number or visiting a Web site. Handily enough, you can get onto the Virgin Web site (virginmobileusa.com) to reactivate your MiFi, even if you have previously stopped paying for service.

The MiFi's portability has always made it an exceptionally flexible and useful little gadget — and Virgin's prepaid model, unlimited data plan and dirt-cheap pricing just multiply that flexibility. And if Virgin can make money with a plan like this, the mind boggles at just how overpriced similar offerings from its rivals must really be.

Financial Express ND 02/09/2010p-2 Premji's son Rishad named Wipro's chief strategy officer

New Delhi, Sep 1: The country's third largest software firm Wipro today announced the appointment Rishad Premji as the chief strategy officer of its IT business.

Rishad Premji is the son of Wipro founder Azim Premji.

"Rishad Premji will assume responsibilities as the Chief Strategy Officer of the IT Business,"



Wipro Technologies Senior vice-president (Human Resources) Saurabh Govil said. Premji is currently serving as the general manager (treasury and investor relations). Taking over from Lakshminarayana K R, Rishad will report to joint CEO (IT Business) Suresh Vaswani and Girish Paranjpe in his new role. Lakshminarayana will be moving as the Chief Endowment Officer of the philanthropic trust set up by Azim Premji.

He will be responsible for managing investments from the corpus of the trust for Azim Premji Foundation and affiliated entities.

With an MBA degree from Harvard Business School, Rishad has worked with GE Capital and consulting firm Bain & Co before joining Wipro in July 2007.

PTI

Times of India ND 02/09/2010 p-24

MAT on SEZs may hit IT industry ²⁴

New Delhi: IT firms on Wednesday said the proposal of the Direct Tax Bill to impose 20% Minimum Alternate Tax (MAT) might prove to be "a dampener for the sector", especially if extended to special economic zones (SEZ).

MAT is imposed on profit-making companies, which do not fall under the tax net because of various exemptions, and most IT companies fall in the category. IT bellwether firm Infosys CFO V Balakrishnan said that if MAT is applied to SEZ profits, it would be a dampener for the entire sector. One industry observer said, "It is

going to act as a dampener for the IT sector. Internationally, it is one-third of the regular rate. In India it is two-third of the corporate tax."

According to the Bill, introduced in the Lok Sabha on Monday developers have to notify their SEZs by March 31, 2012 and get them operationalized by March 31, 2014 to benefit from the existing profit-linked tax incentives. SEZ units do not pay tax at least for the first five years of their operations. They also enjoy incentives such as exemption from dividend distribution tax, corporate tax waiver on export income for 15 years and ex-



A DAMPENER FOR THE SECTOR?

emption from MAT. President of IT industry body Nasscom Som Mittal

said the move would hurt small and medium businesses that make up for a major

portion of the \$50-billion software services export industry. "The basis of SEZ was to help IT firms by providing tax sops and if SEZ also comes under the ambit of MAT, the whole purpose will get defeated (if the proposal is implemented)," Angel Broking Research analyst Srishti Anand said.

CFO at the IT firm CMC, JK Gupta added, "Though cashflow might become difficult for SMEs as they have a higher tax outgo." Software Technology Parks of India (STPI) scheme, which provides tax holiday to IT firms, comes to an end in March 2011. ■

Times of India ND 02/09/2010 p-17

Chandrayaan-2 to get closer to moon

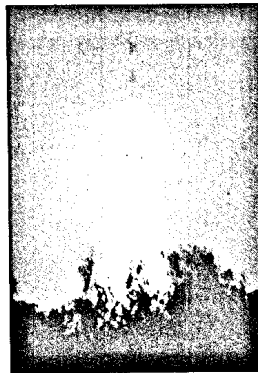
Slated For Launch In 2013, Power-Packed Payloads To Sniff Out Water & More

Arun Ram & Srinivas Laxman | TNN

Chennai/Mumbai: India's second mission to the moon, Chandrayaan-2, a Rs 425 crore project, took a definite shape with Isro on Monday announcing details of payloads or scientific instruments to be flown on the orbiter and the rover. Chandrayaan-2 will be launched in 2013 from Sriharikota.

Hovering 100km above the moon, Chandrayaan-1 had confirmed water ice last year. Chandrayaan-2, equipped with an array of payloads, will probe closer and deeper for several things on the lunar surface, including water.

A series of meetings of experts chaired by UR Rao, chairman of the advisory committee on space sciences, last week decided that the mission would carry five payloads on the orbiter that goes around the moon and two scientific payloads on the



BIG BOY: Chandrayaan-2 spacecraft weighs about 2650kg, including the 1400kg orbiter and the 1250kg lander

rover, which will travel on the moon's surface. Three of the payloads are new, while two others are improved versions of those flown on Chandrayaan-1 orbiter.

A geosynchronous satellite launch vehicle (GSLV) will blast off sometime in early 2013 from the Sriharikota spaceport carrying the orbiter, the lander and the rover to the moon, about 3.8 lakh km away. While Russia will provide the lander, Isro will make the orbiter and rover.

"Chandrayaan-1 made observations of the moon from a distance. Chandrayaan-2 will actually get there and probe further. The previous mission found evidence of water in the polar region of the moon. We haven't decided on which part of the moon the lander carrying the rover would land, but it will be to look for water, among other things," said Isro spokesperson S Satish.

Unlike the lunar probe of Chan-

drayaan-1 which plunged into the moon, the Russian-designed lander will make a soft touchdown and release the rover, which will travel a few metres to collect lunar rocks and other materials. The scientific payloads on the rover will analyse surface elements on the moon and send the data to the orbiter, which eventually sends them to the earth station.

But why a moon mission more than half a century after the Soviet Union landed Luna 2 on the lunar surface in 1959 and 41 years after the US put the first man on the moon in 1969? "The last moon mission was in the 1970s and we don't have access to much of that data. The dozens of moon missions by other countries could not find water on the moon, which Chandrayaan-1 did. So we can rightfully expect some new findings," said Satish. Chandrayaan-2 spacecraft weighs about 2,650kg, including the 1,400-kg orbiter and the 1,250kg lander.

Business Line ND 02/09/2010

P-8

EVMs — the debate so far

Suman K. Jha
An activist's arrest recently has re-ignited the debate on EVMs. While many Opposition parties have been stressing the need for a "full-fledged debate" on EVMs for some time, the issue figured in the Rajya Sabha last week, with the TDP, CPM, BJP and AIADMK reiterating their demand for an all-party meet to discuss the charges of "vulnerability of EVMs".

A group of activists has been campaigning for a debate on the issue. To be fair to them, they have not questioned any election result, but only demanded "foolproof measures" (including a system of ballot-paper back-up) to "reassure the country" even as they cite "the

trend in many other countries where they are reverting to the ballot system from EVMs".

ON EXPECTED LINES

The debate so far has been on expected lines but, since it involves the Election Commission of India, ranking among the highest on the credibility index in the country, one must tread with caution.

When the EVMs have earned all-round applause so far, including by one High Court, how should the poll panel respond to claims that "the EVMs can easily be tampered with"?

During a television debate on the subject last week, while one of the activists demanded that "they be given an opportunity to show how the machines can be tampered with,

in the presence of a group of journalists," the former Chief Election Commissioner, Mr T. S. Krishnamurthy (who happened to be on the same show) argued that the demonstration could instead be arranged for "in the presence of a group of technical experts".

This presents the poll panel a window to settle the debate, once and for all, and further raise its credibility quotient.

It helps that Prof P. V. Indiresan, a former Director of IIT Madras, and a public intellectual, along with a couple of other IIT professors, has been associated with checking the technical aspects of the EVMs.

As the Election Commission of India inspires so much confidence among the people, it should not leave even an iota of apprehension

about any aspect of the institution unaddressed. Would it help if the poll panel were to invite the activists, along with their supporter IT experts (who maintain that the EVMs can be tampered with) in the presence of Prof Indiresan, the technical committee, and perhaps a few more technical experts, drawn from outside (and the names of which can probably be mutually agreed upon, by the two sides), to settle the debate?

ADD 'TRANSPARENCY'

Better still, would it help if the panel were to ask the MPs, besides the technical experts, to be present during the demonstration to help allay all kinds of apprehensions regarding the machines?

The present controversy, in fact,

provides the poll panel an opportunity to further increase its credibility, and add "transparency" as one of its tenets.

Would the panel then like to evolve an institutionalised mechanism (a periodic EVM audit, of sorts), with the full participation of the Opposition, so to ensure that EVMs remain continuously fool-proof?

The Opposition, meanwhile, would do well to keep in mind that the EC, besides the Supreme Court of India, ranks right at the top when it comes to the trust and credibility factor for the common Indian and, therefore, every single step must be taken cautiously and responsibly.

(The author is a New Delhi-based freelance journalist.)

Times of India ND
02/09/2010 P-6

DU semesters worry teachers, not students

TIMES NEWS NETWORK

New Delhi: Though teachers in Delhi University are fighting tooth and nail against the implementation of semesters in 13 undergraduate science courses, students — who will be directly affected by the change — seem largely indifferent. First-year students insist that with no experience in the annual mode, they could have started out with semesters without any trouble. Many senior students also say teachers should give up on their recurring strikes, however justified they may be, to save on some teaching time.

Deepak Singh, a first-year student of BSc (honours) physics in Dyal Singh College, said, "As an exception, our college teachers have already started teaching according to the semester mode and there doesn't seem to be much problem. I think studying in semesters is better as we will have just four papers twice a year. I think the burden will be much less." He added, "I don't know what the opposition is all about, as we have already received our examination form, which has to be submitted along with the fees by Monday. Exams for the first semester will be held in November."

Deepak, however, felt the teachers didn't have much time to complete the syllabus in the ongoing first semester. "While the admission process was on till mid-August, we will again have two weeks off in October because of the Commonwealth Games. I hope we can complete all chapters before November." Many students said they were irritated with the way their schedules had gone haywire because of teachers' absence.

Nivedita Singh, a first-year student of political science in Kirori Mal College, said, "We

Like father, like daughter

New Delhi: Young and raring to go, Aparajitha Raja looks like any other student of Delhi University who is contesting the September 3 students union polls. But, unlike others, the young student has a political legacy behind her. The daughter of CPI leaders D Raja and Annie Raja, who is into her second year of graduation, is vying with 10 other candidates for the post of Delhi University Students Union president. "I am not into students politics by default," she said when asked if her political background had a role in shaping up her sensibilities. PTI

have hardly had any classes in the past 10 days. Teachers opposing semesters is alright, but they should at least take classes in the other courses which are still in the annual mode." A third-year student of BSc (honours) physics in Ramjas College, added, "Our purpose is to study. It should not matter if we do it in the semester or annual mode. I am more worried about the interruption of classes due to teachers' struggle."

Meanwhile, around 40 teachers were detained at Timarpur police station on Wednesday after they allegedly tried entering the venue of a function on the campus where vice-president Hamid Ansari was supposed to come. The teachers were protesting against the vice-chancellor continuing in office even after his term ended on August 31.

toireporter@timesgroup.com

17/10/10

In this B'lore college, give¹⁶ your exam through mobile

Shruthi Balakrishna | TNN

Bangalore: Students can now answer their question paper on mobile phones. And teachers can mark their attendance on that too. This is what Seshadripuram First Grade College, Yelahanka, in Bangalore told its students and teachers this year.

Even as schools and colleges across the country are against the use of mobile phones in classrooms, this college has come out with an out-of-the-box concept where students and teachers are allowed to use mobile phone.

Called as 'Interactive Platform On Mobile (IPOMO)', the college provides handsets (a common model) to the students and teachers, where games and messaging options are disabled. Instructions are given to students and teachers on using the handset. After the respective tasks are done, the handsets



'TEXT' TEST

are returned to the college.

Started as pilot project for BBM and BCA courses last year, it proved successful for the college prompting them to extend it to other courses too. "The idea is to use technology in providing quality education," M Prakash, principal, told TOI. "When we started the pilot project, students were curious and attracted to it. Moreover, it's quicker and copying is not possible in this technology," he added.

To conduct a test, a ques-

tion paper is set for each subject. Four answer options will be given for each question. Students will have to enter the correct answer. At the end of the test, the students can revise the answers and then click on the submit option. Answers will be recorded in the server and the marks will be consolidated. However, for a three-hour test, 120 questions are given. Students can also do the calculation using the calculator provided in the handset.

As for attendance, if a student continuously absents for three days, then an SMS will go to the parents' number. As for attendance, the teacher will be given a password. Once the teacher enters the password, he/she will get courses—section—subject. After this series, names of the students' list is displayed. After the attendance is marked, that has to be in the first 15 minutes, data will be automatically entered in the server.

Publication: The Times Of India Delhi; Date: Sep 2, 2010; Section: Times Nation; Page: 16;

Now, malware bugs users on CAT site

Manash Pratim Gohain | TNN

New Delhi: CAT's online presence seems to be bugging students again, literally. Common Admission Test 2010 aspirants received a scare when they visited the official site www.catiim.in on Wednesday night as they found the portal hosting malware files.

The timing of the bug makes it even scarier as the sale of CAT 2010 vouchers and online registration started just two days ago, reminding people of the virus attacks during CAT 2009.

The site began acting up late on Tuesday, affecting a number of visitors. Whenever the site was opened a warning popped up: "This web page at catiim.in has been reported as an attack page and has been blocked based on your security preferences." In fact, even



CYBER ATTACK

Google search stated that "this site may harm your computer". CAT aspirants bank on this site for all details, dates and information, even though it is not used for online registration.

Chairman of the CAT 2010 committee, Himanshu Rai of IIM-Lucknow, said: "The site was infected with malware during uploading of some pages on Monday. But all the registration data

is safe, as this site it does not store or contain any candidate information. This is only an information site. For online registration, aspirants need to visit <https://iim.prometric.com>, which is a completely secure site."

The US-based testing company Prometric is responsible for the conduct of CAT. It issued a statement saying: "Prometric has been investigating reports that IIM's CAT website www.catiim.in has been displaying warning messages on certain browsers. A malware was discovered and removed overnight. It will take several hours for the warnings to disappear from Google Chrome. As is stated at the bottom of the candidate registration page, we advise candidates to use the following approved browsers—Internet Explorer version 7 or above, or Firefox version 3.0 and above."

Times of India ND P-13
02/09/2010

SC bars sending kids outside NE for education

Wants Forces Out Of Schools

TIMES NEWS NETWORK

New Delhi: Taking serious view of education in the under-developed northeastern states being affected due to occupation of schools and hostel buildings by paramilitary forces engaged in anti-insurgency operations, the Supreme Court on Wednesday directed the home ministry to ensure vacation of educational institutions within two months.

Probing the trafficking of hundreds of children from Manipur, Assam, Nagaland and Arunachal Pradesh to far-off places in Tamil Nadu, Karnataka and Kerala by pastors promising better education to their parents, the National Commission for Protection of Child Rights had given a stinging report narrating the debilitating standards of education in N-E states.

After hearing amicus curiae Aparna Bhat and additional solicitor general Indira Jaising, a bench comprising Justices B Sudershan Reddy and S S Nijjar asked the MHA "to ensure that paramilitary forces vacate schools and hostels occupied by them and submit an Action Taken Report (ATR) to the SC". Reflecting on the NCPCR report, the bench also directed the HRD ministry to submit a consolidated district-wise list of schools and hostels, collected from the state

LOUD AND CLEAR

6 No child below 12 years or at primary school level will be sent outside N-E for pursuing education in other states 9

SUPREME COURT

governments, which are currently occupied by the armed forces in NE states, "indicating the date from which they have been occupied". The court also asked Assam, Manipur, Nagaland, Meghalaya, Nagaland, Arunachal Pradesh, TN, Kerala and Karnataka to respond to the NCPCR report.

But what came as a surprise was the order based on NCPCR report that "no child below 12 years or those at primary school level be sent outside for pursuing education in other states". This may cause a problem for N-E states where most parents, who can afford it, send their wards outside the state. Inquiring into recent rescue of hundreds of children trafficked from NE states and found in 'Homes' illegally run by pastors in southern states, the NCPCR found that girls were even asked to give massage to the directors of these homes and molested.

Times of India ND 02/09/2010

p-16

Now, an educational reality show for kids

Thiruvananthapuram: The Kerala education department is all set to take the "reality TV route" to children's minds. In perhaps a first of its kind attempt, the department's technology arm *it@school* has announced holding of a 75-episode reality show on its education TV channel VICTERS.

The daily 40-45 minute interactive educational reality TV Show involving students and teachers of classes I to X of Government & Aided schools, will be aired from November 2010 to January 2011. An official communication said "this educational reality show being first of its kind in the his-

tory of TV shall obtain a great interest due to the unprecedented nature of its substance and form".

The programme, it said "differs from the conventional reality shows which are studio-based". Here the performance of an individual in the studio floor will not be determinant factor in ranking the schools. The overall performance of the school in at least three of the 15 sectors will be evaluated. Travogue mode of shooting will be employed in familiarizing the school and its achievements. Head of *it@school* Anwar Sadath said the programme was inspired by a show hosted by Doordarshan.

Times of India ND 02/09/2010 P-15

'Withdrawing bill a tactical retreat'

Bansal: MPs Had To Keep In Mind Govt's Lack Of Nos In RS

TIMES NEWS NETWORK

New Delhi: A day after HRD minister Kapil Sibal was forced to defer a key bill on education tribunals in Rajya Sabha, government managers vehemently fended off the charge that poor floor coordination was a reason for UPA-2 losing face dramatically in the House.

Far from being defensive about having to back off on a "flagship" bill, parliamentary affairs minister Pawan Bansal said ministers had to be mindful that the government did not have the numbers in the upper

House. There was need to build consensus solid enough for the bill to pass muster.

Though Bansal and his colleagues Prithviraj Chavan and V Narayanasamy pointed to BJP suddenly switching its stand in the RS, they made it clear that sounding a tactical retreat was better than risking the bill falling through. "Rather than as was being suggested, withdrawing the bill was a better option. It was better than running into a wall," said Bansal.

The main grouse of the opponents was Sibal's refusal to



EATING CROW? Kapil Sibal

accommodate the standing committee on HRD's recommendations. Headed by senior party member Oscar Fernandes, the panel as Rahul Gandhi as one of its members.

It was pointed out that in the tense moments on Tuesday evening, Sibal had suggested the bill should be put to test. It needed the calming words of

defence minister A K Antony, said sources, to ensure that the bill was not put to vote and an embarrassment averted.

Bansal said there was no loss of face in the decision to defer the education tribunals bill, saying UPA did not have a majority and this had to be borne in mind. On his part, Sibal told the media that he did not hold the attack on him by fellow Congress leader Keshava Rao. He said he would try to accommodate all points of view. Yet, the shock of the retreat in RS was subject of much discussion in Congress. Asked about Rao's strong speech against the bill, Bansal said it was the essence of democracy that MPs could express their views on issues.

NEWS CLIPS 03 SEP 2010

Publication: The Times Of India Delhi; Date: Sep 3, 2010; Section: Times Nation; Page: 10;

Indian students joining Oz courses down 50%

Melbourne: Indian student enrolment in Australia has declined by almost half following turmoil in its international education sector, legislative changes and global financial crisis.

In 2008-09, 65,503 Indian passport holders were granted Australian student visas across all education sectors. But in 2009-10, the number fell to just 29,721. Overall, 50,540 fewer international students were granted visas to study in Australia in 2009-10 compared



HATE CRIME FALLOUT

with 2008-09. According to 'The Age', global student visa numbers dropped over 16% last year. It was also said that the new

figures were also due to student security issues putting pressure on student numbers.

A number of Indians were attacked in Australia triggering concerns. Stephen Connelly, president of International Education Association of Australia, said drop was not surprising but very worrying. "There is so much goodwill we generate from having international students in our country, and we are absolutely shooting ourselves in the foot at the moment," he said. ❏

Times of India ND 03/09/2010 P15

IIT faculty protests penalty against 'errant' doctors

Akshaya Mukul | TNN

New Delhi: More than a year after the death of Rohit Kumar, a student of IIT, Kharagpur, the decision by the institute to penalise two doctors despite clean chit to them by a medical inquiry team has outraged the IIT faculty. IIT Teachers' Association plans to request the Board of Governors (BoG) to revoke the penalty.

The BoG has put a stop to five increments without cumulative effect to these doctors, N K Som and Dharmasheel Gupta. The faculty will also bring to the BoG's notice that no action has been taken against Madhusudan

Chakraborty, the then chairman of hospital management committee and deputy director of the institute.

A two-member enquiry committee of Justice Malay Kumar Basu and former di-

STUDENT DEATH

rector of IIM-Calcutta Subir Chowdhury had stated that Chakraborty should have been "more proactive in the administration of the hospital".

Interestingly, in the past one year Chakaraborty went on to become the director of IIT, Bhubaneswar. While IIT, Kharagpur, director Damodar Acharya, who had to resign in

the face of violence unleashed by outraged students.

The action taken report merely states that Chakraborty has been apprised of the comments made against him by the probe panel. The medical enquiry has concluded that the "death was due to the effect of head injury. The cause of head injury was due to fall from rickshaw in an unconscious state from an attack of epilepsy, possibly for the first time".

The faculty maintains that the penalty imposed on the doctors is unjust since Kumar died primarily due to infrastructural lapses for which the institute's hospital management is responsible.

Apple makes a push again at television

BY YUKARI IWATANI KANE & SHIRA OVIDE

WSJ ON TECHNOLOGY

Apple Inc. is making another push to bring Internet-delivered television to the living room, but Chief Executive Steve Jobs's plan to offer 99-cent TV-show rentals is getting limited support from media companies.

The Silicon Valley giant in four years has made little headway with its Apple TV, a \$229 device with a hard drive for storing movies and other purchased content. On Wednesday, Apple introduced a \$99 replacement that relies on streaming rented movies and TV shows.

The 99-cent rentals will be limited to a selection of shows from Fox, ABC, ABC Family, Disney Channel and BBC America. Episodes would be available starting the day after they air, and without commercials.

Only hours later, Amazon.com Inc. matched Apple's price for TV shows from ABC, Fox and the BBC. Its 99-cent streaming-video offering includes more than 260 shows. Amazon did not ask permission from Disney or News Corp., according to people familiar with the matter, although it gave advance warning, one of the people said. An Apple spokesman declined to comment on Amazon's price move.

Mr. Jobs said he expected more networks to soon join Apple's rental service. "We think the rest of the studios will see the light and get on board," he told the audience at a San Francisco event.

But other media companies, including General Electric Co.'s NBC Universal, Time

Warner Inc. and CBS Corp., turned down Apple's new pricing options and don't expect to sign up for TV-show rentals as currently configured, according to people familiar with those companies.

Apple also signed a deal with Netflix Inc., so Netflix subscribers can view movies and TV shows from that service. Apple will continue to offer movie rentals, including some titles for \$4.99 that are available at the same time as on DVD.

Yet demand among consumers for services that deliver TV over the Internet remains unproven, and competition is stiff, attracting industry giants that include Google Inc. and Samsung Electronics Co.

Content prices have been one obstacle to Apple TV's adoption. Apple previously sold many TV shows for \$2.99 apiece in high-definition; Mr.

Jobs said he believes customers will be more willing to pay 99 cents to rent episodes. The company doesn't break out sales for the Apple TV, but Kaufman Bros. estimates that it has generated a few hundred million dollars a year in sales.

Some analysts question how much of an inroad Apple will make with the new device. "I don't think this is a new revolution," said James McQuivey, an analyst with Forrester Research. "They're going to position it as a peripheral like a printer."

Even Fox—a unit of News Corp., which owns The Wall Street Journal—considers its participation a short-term experiment, according to people familiar with the matter.

Jim Gianopulos, CEO of Fox Filmed Entertainment, said Fox would work with Apple

TURN TO PAGE 28 ▶



New venture: Apple's Chief Executive Officer Steve Jobs in San Francisco, California. Analysts question how much of an inroad Apple will make with the new device.

Apple tries again at TV

▶ FROM PAGE 27

"for the next several months."

Walt Disney Co., which owns ABC, also considers its involvement to be a short-term experiment, although it could extend the deal, according to a person familiar with the matter. In evaluating working with Apple, TV companies are treading a careful line. They want to have some influence in digital distribution, but they also are wary of disrupting their relationship with cable- and satellite-TV providers, whose fees are a significant source of revenue for the TV business.

An Apple-Amazon price war could stoke fears among media companies that their TV show will become widely devalued.

Cable TV is "strongly positioned" against new entrants like Apple because buying or renting shows one-by-one could be expensive, said Jerry Kent, CEO of Suddenlink Communications, a cable operator with 1.2 million video subscribers.

Besides the new Apple TV, Apple also unveiled an updated line of iPod media players and a new version of its iTunes software that will include a feature called Ping that combines similar features as Twitter and Facebook.

Mr. Jobs said the new feature was for "social music discovery," allowing users to find out what others are listening to and get a custom top 10 music chart based on their circle of friends.

"I think we'll see many many millions of people get involved in that because of the ability to just hang out and talk about music with friends," said Philip Schiller, Apple's marketing chief.

Unlike other social networks used with Web browsers, Ping requires iTunes software on a computer or an Apple device. Apple could face an uphill battle convincing customers who already invest time updating and keeping track of friends in other social networks to also do so through Ping.

Apple in updating its iPod

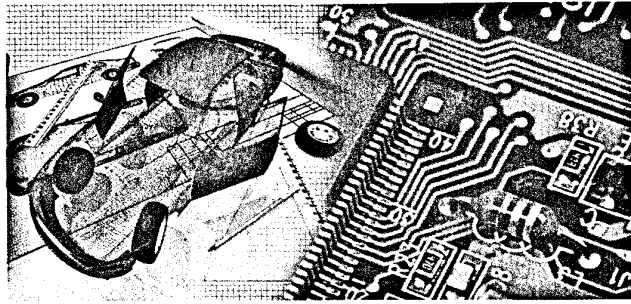
players added a touch screen to its iPod Nano, which starts at \$149, but removed the camera. It restored buttons to the iPod Shuffle, which starts at \$49. Apple said the new iPod Touch will include features similar to the iPhone 4, such as an upgraded display and a front-facing camera that will let users video chat.

The new Apple TV will be available in about four weeks. The iPod products will be available next week.

Mr. Jobs also showed new versions of the operating system that powers its mobile devices, software that adds features such as multiple-player game functions to the iPod Touch and wireless printing to the iPad.

The iPod business has been slowly declining in unit sales as the market has become saturated with the popular product. In its quarter ended June 26, Apple said iPod revenue rose 4% to \$1.5 billion.

Ian Sherr and Sam Schechner contributed to this article. —wsj@livemint.com



DUN & BRADSTREET STUDY

IT adoption and the revenue connection

A cross-cluster study shows firms in higher income regions are relatively more open to computerisation

Arun Singh

Indian SMEs, characterised by low establishment costs, operational flexibility and location-wise mobility, have contributed significantly to domestic production and export earnings. However, with increased globalisation and removal of trade barriers, SMEs have been facing increasing competition in the domestic market.

The government has devised cluster development programmes for augmenting the growth and competitiveness of SMEs. Though Indian SMEs have the competitive advantage of having government support and cheap labour, it has been recognised that adoption of information & communication technologies (ICT) will help SMEs to become more competitive.

IT adoption among auto component clusters: A 2009 Dun and Bradstreet, India, study on IT adoption in auto component clusters in the National Capital Region, Pune and Chennai revealed differences in the level of IT adoption among clusters. The study showed that while around 55% of the surveyed companies in NCR have IT process in their businesses, only around 31% companies in Chennai were IT-compliant. From this, it is obvious that IT has yet to gain wide acceptance among SMEs in the auto component clusters in NCR and Chennai. In contrast, about 80% companies in the Pune cluster had implemented IT processes in their businesses, which showed that IT adoption was gaining wide acceptance among surveyed units in Pune.

This difference in IT adoption across regions could be partially attributed to the fact that IT gains wide acceptance among firms falling under the higher revenue bracket. The Pune region had a large number of companies in the higher revenue bracket compared to the other clusters. In the Chennai region, where 66% companies had a turnover between Rs 10.01 million and Rs 100 million, around 31% companies were found to be IT-compliant. In NCR, where 40% companies were in the turnover

bracket of Rs 100m-Rs 250m—the majority (55%) was in the Rs 10m-Rs 100m bracket—almost 55% companies were found to have IT processes in their business.

The study further revealed that the usage pattern of IT hardware and software also varied among the clusters. In NCR, the companies had a wider acceptance for hardware (desktops, scanners, printers and modems) and they were relatively less experimental with software applications such as ERP, customised software, Softtech and Tally. In the Chennai region, the companies mostly use printers (47%) in the hardware segment and ERP solutions (75%) in the software segment. Moreover, software applications like ERP and/or customised software help 88% companies in better planning, while 70% of the surveyed companies use their existing IT applications for payroll activities. In the Pune cluster, hardware

had a majority share in the IT budget of SMEs. Further, software applications like ERP, accounts software and CNC were a few of the widely-adopted IT applications.

In the study, the high cost of implementation had emerged as the most significant challenge in both NCR and Chennai regions. Non-availability of skilled labour followed by the lack of funds were the other obstacles faced by the auto component firms in NCR. In comparison, in the Chennai region, an equal number of respondents considered factors like availability of funds for implementation, smaller size of business and no relevant software for business as other major deterrents to IT adoption.

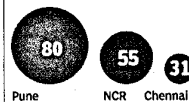
What could be done?: The answer to successful IT intervention among the auto component firms lies in recognising that most auto components firms fall under the category of micro, small and medium industries. Since the high cost of implementation has emerged as the common factor for the low IT adoption, the firms providing information technology services could devise tailor-made software products that are cost-effective. SMEs also sometimes lack awareness about ICT-related issues. Thus, dissemination of information is an important tool to facilitate IT adoption and greater IT penetration.

The government can set up a web portal where information on ICT-related issues for the SME sectors are provided. This could help SMEs in knowing and deciding about the right technology to implement. Besides, to solve the issue of availability of skilled labour, government polytechnics and government-funded institutions spread across tier-II and tier-III cities should integrate more IT related courses. Along with government initiatives SMEs themselves need to take initiatives and show interest in implementing IT processes to enhance their business opportunities.

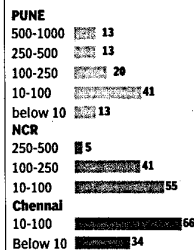
The author is senior economist, Dun & Bradstreet India

IT adoption among clusters

No. of companies in %



Revenue classification



The scale refers to Rs million
Figures in % as No. of companies

Fresh row over IIT student death

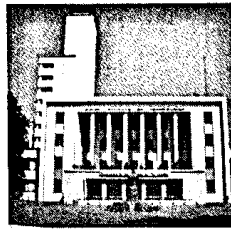
Teachers' body protests move to absolve docs

MOUSHUMI BASU ■ NEW DELHI

The echoes of the death of a student in Indian Institute of Technology (IIT), Kharagpur, last year continue to reverberate at the nation's most prestigious institute once again.

After the recommendations of the two-member inquiry commission, probing into the death of Rohit Kumar, a third year undergraduate student of Electrical Engineering, were made available recently, IIT Teachers' Association has sparked a fresh row.

The IITTA, submitting a representation to the Board of Governors (BoG), on Thursday vociferously protested against the action of the management.



DAGGERS DRAWN

IIT Teachers' Association submitted a representation to the Board of Governors protesting the action of the management

BOG, headed by vice-chairman of Tata Steel B Muthuraman is expected to meet on September 4

The probe panel has absolved doctors NK Som and Dharmasheel Gupta, who were treating the deceased and implicated then chairman of IIT Hospital Management Prof Madhusudan Chakraborty

Prof Madhusudan Chakraborty was made officiating director of IIT, Kharagpur, soon after the incident

The BoG is expected to meet on September 4. B Muthuraman, vice-chairman of Tata Steel, heads the BoG.

The two-member commission, headed by Justice Malay Basu, has absolved the two doctors — Dr NK Som and Dr Dharmasheel Gupta — treating upon the deceased, while implicating the then Chairman of IIT Hospital Management, Prof Madhusudan Chakraborty.

According to the copy of this inquiry report, "Administratively, there were serious lapses by the head of Dr BC Roy Technology Hospital

for allowing critically-ill Rohit Kumar to travel in a non-critical care ambulance, without a qualified doctor accompanying him. The then deputy director, who was also the chairman of the Hospital Management Committee, should have been more proactive in the administration of the hospital."

Even earlier, a two-member medical enquiry committee of Dr Bibhukalyani and Dr Sitesh Gupta, constituted to probe into the incident, had completely absolved the hospital doctors by concluding that "doctor made a correct diagnosis and his line of man-

agement with available resources was correct".

However, in sharp contrast to the recommendations of the commissions, Dr Som and Dr Gupta have been imposed a penalty of stoppage of five increments without cumulative effect by the Board. Prof Chakraborty, on other hand, has been promoted as Director Bhubaneswar.

In sharp protest to the above, the letter of the IITTA expressed "strong resentment and unhappiness" and implored that the "recommendation of imposing penalty on the doctors be revoked imme-

diately, and a more sensitive and equitable approach of identifying the responsible individuals, be adopted."

The sources reminded of the circumstances of unprecedented student vandalism, following the incident of the death of the student. "It had compelled the then director IIT, Kharagpur, Dr Damodar Acharya, to step down. But in an unusual and unexpected move, when IIT students left the campus for summer 2009 vacation, chairman of the BoG reinstated Professor Acharya as director of the IIT, Kharagpur in May 2009," they pointed out.

What is more surprising, Prof Madhusudan Chakraborty (who was directly responsible for Hospital Management), was promoted to Officiating Director of IIT, Kharagpur, in place of Acharya, immediately after the incident. He, subsequently, took over as the regular director of IIT, Bhubaneswar, which he is continuing since then, said the sources.

Hindustan Times ND 03/09/2010

p-11

UGC admits flaws, will review faculty regulations

Charu Sudan Kasturi

■ charu.kasturi@hindustantimes.com

NEW DELHI: The University Grants Commission has agreed to review controversial regulations for the appointment of faculty at varsities and colleges in an admission that its norms — opposed by most universities — may be flawed.

The UGC on Wednesday formed a panel of experts to iron out anomalies in the regulations, days after Vice-Chancellors of central universities complained to Human Resource Development Minister Kapil Sibal.

The three-member panel is headed by former Madras University Vice Chancellor S.P. Thyagarajan.

The UGC has also been flooded by complaints from aspiring teachers and researchers.

HT had reported first on August 25 on the V-Cs complaining that the UGC regulations were killing their attempts to hire faculty to fill large scale teacher vacancies.

The regulations mandate that only those holding PhDs meeting standards set in 2009 are eligible for any teaching post. According to estimates by

APPOINTMENT REFORM

■ UGC on Wednesday formed a 3-member panel of experts headed by former Madras University V-C S.P. Thyagarajan to iron out anomalies in the regulations.

■ The regulations mandate that only those holding PhDs meeting standards set in 2009 are eligible for any teaching post.

■ Another anomaly pointed out by the V-Cs is that the regulations involves the requirement that even those applying for ad hoc posts must hold PhDs.

academicians, this has left several thousand PhD holders across the country potentially ineligible for teaching jobs — for no fault of theirs.

"When these people were pursuing their PhD, the rules setting new standards weren't there. Now, their PhDs run the risk of being invalid. Why cannot the UGC enforce the new rules prospectively," a V-C questioned.

Another "anomaly" V-Cs have pointed out in the UGC regulations involves the requirement that even those applying

If we defer regulations ... we will have to be prepared for pressure from institutions after that time is over to once again defer it.

HRD MINISTRY SOURCE

for ad hoc posts must hold PhDs.

Ad hoc posts are created by universities precisely to get teachers when they are unable to find faculty meeting qualifications required for regular posts. If a PhD is required for adhoc posts, universities are unlikely to attract any teachers for these positions, the V-Cs have complained.

But the government will not find it easy to defer the implementation of the new regulations or the new PhD standards.

"If we defer the regulations by, say, a year or two years, we will have to be prepared for pressure from institutions after that time is over to once again defer it," an HRD ministry source argued.

Asian Age ND 03/09/2010 P11

Gadgets have to be touchable to win over users, say experts

CLAIRE CAIN MILLER

NEW YORK

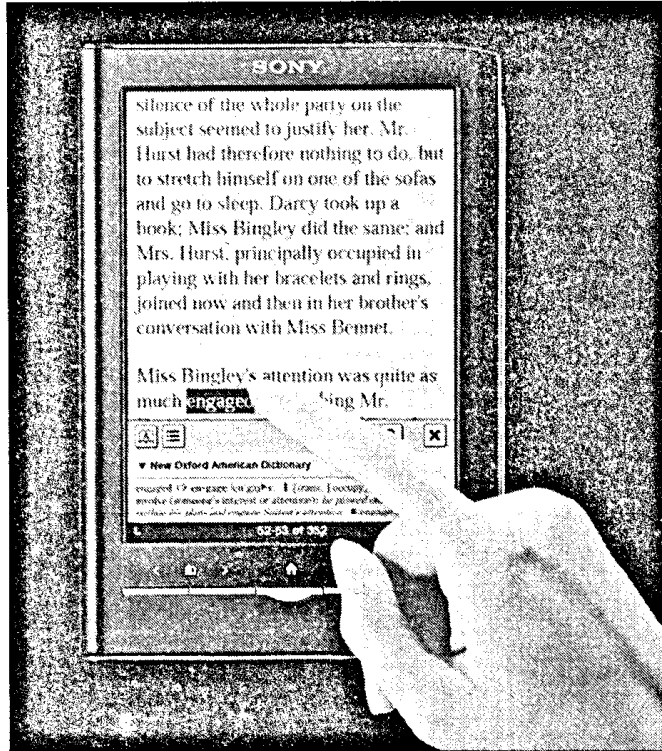
Sept. 2: Whoever said technology was dehumanizing was wrong. On screens everywhere — cellphones, e-readers, ATM's — as Diana Ross sang, we just want to reach out and touch. Scientists and academics who study how we interact with technology say people often try to import those behaviors into their lives, as anyone who has ever wished they could lower the volume on a loud conversation or Google their brain for an answer knows well. But they say touching screens has seeped into people's day-to-day existence more quickly and completely than other technological behaviors because it is so natural, intimate and intuitive.

And so device makers in a post-iPhone world are focused on fingertips, with touch at the core of the newest wave of computer design, known as natural user interface. Unlike past interfaces centered on the keyboard and mouse, natural user interface uses ingrained human movements that do not have to be learned.

"It's part of the general trajectory we're on in the computing industry — this whole notion of making computers more open to natural human gestures and intentions," said Eric Horvitz, distinguished scientist at Microsoft Research.

The latest is a new line of Sony e-readers that the company will introduce Wednesday. For the first time, all have touch screens; Sony decided on the technology after watching person after person in focus groups automatically swipe the screen of its older, nontouch e-readers.

Research in Motion now makes touch-screen Black-Berrys, Amazon.com is expected to make a Kindle with a nonglare touch screen, and Garmin has introduced touch-screen GPS devices for biking, hiking and driving. New Canon and Panasonic digital cam-



The Sony Reader touch edition. Researchers say people take naturally to touch screens.

eras have touch screens and Diebold, which makes ATM's, says that more than half the machines that banks order today have touch screens.

"Brides-to-be can scroll through bridesmaid dresses on a Hewlett-Packard touch-screen computer at Priscilla of Boston bridal boutiques, and a liquor store in Houston uses the HP screen as a virtual bartender, giving customers instructions for mixing drinks. The screens also show up on exercise machines, in hospitals, at airport check-in terminals and on Virgin America airplanes.

"Everyone who touches or takes a reader in their hand, they touch the screen," said Steve Haber, president of Sony's digital reading division. "It's what we do."

Some people even try to use touch screens when their devices have none.

"I had to use my sister's BlackBerry to make a call, and I just kept swiping and touching," said Susannah Wijsen, 40, who works in advertising in San Francisco and had grown used to tapping out phone numbers on her iPhone screen. "It didn't even occur to me to use the keyboard."

Though scientists have been working on natural user interface, Apple made touching, swiping and flicking at screens mainstream, said Harsha Prahlad, a research engineer who works with robots and sensors at SRI International, the research institute. "All of the technologies existed, but by bringing it together in a seamless fashion, the

iPhone had a lot to do with it," he said.

Virginia Campbell, 99, learned to type on a typewriter and had never used an ATM or other touch screen. But when her children gave her an iPad two days after it came out, she found touching the screen to be instinctual.

"It was no problem," said Ms. Campbell, who lives in Lake Oswego, Ore., and uses her iPad daily to write limericks and reread classic novels. "It was a light tap and I have had no trouble at all."

Shumin Zhai, a research scientist who studies human-computer interaction at the IBM Almaden Research Center in San Jose, California, noticed the phenomenon among participants in a study he

performed.

"People inevitably point at the screen, thinking something would happen — it's such a natural behavior," he said. "My own 2-year-old daughter amazingly could use the iPad and somehow it was intuitive."

For readers used to turning paper pages, e-books invite touch perhaps more than anything else. Many a Kindle screen has been sullied by errant fingers before their frustrated owners realized that readers turn the pages of an e-book using buttons on the side of the device.

Amazon bought a touch-screen start-up, Touchco, but the current touch-screen technology added too much glare, Jeffrey P. Bezos, Amazon's chief executive, said in an interview when Amazon introduced the newest Kindle. "It has to be done in a different way," he said. "It can't be a me-too touch screen."

Two of Sony's previous readers, the Touch and Daily Editions, had touch screens, but they produced a glare and required a hard, forceful touch. In the new versions, Sony removed the top layer of glass from the screen to reduce the glare and effort.

Sony's new e-readers, ranging from \$179 to \$299, are not the cheapest out there, but Mr. Haber said people were willing to pay for the features they wanted and touch was at the top of the list. He noted that when Sony's last line of e-readers was introduced, many people paid \$100 more for the touch-screen version.

The next generation of screens might not even need a touch. Instead, they will understand the gestures of people standing in front of them and pick up on eye movement and speech.

"The future's going to be in fusing together several different natural human behaviors — how people point, gesture and coordinate with each other," Mr. Horvitz of Microsoft said. "Touch is a beautiful tip of the iceberg for talking about where things are really headed."

— NYT

Asian Age ND 03/09/2010 P11

Apple 'pings' the social music network

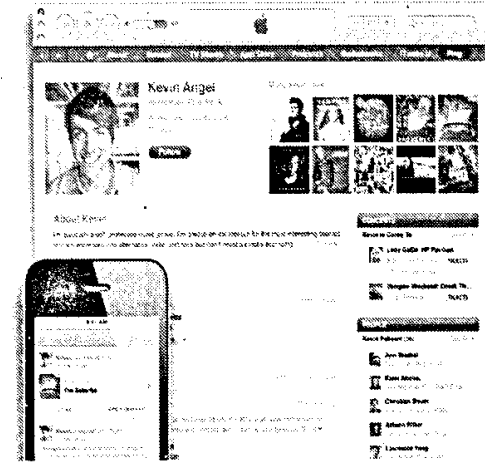
MIGUEL HELFT

SAN FRANCISCO

Sept. 2: Apple jumped into the social networking business on Wednesday, introducing Ping, a service built into iTunes that is intended to help users discover new music and, presumably, buy more songs from Apple.

Steven P. Jobs, Apple's chief executive, showcased Ping at an event here along with a string of other new products. They included updates to Apple's iPod line of music players and new software that allows wireless printing from iPads and iPhones.

Mr. Jobs also introduced a much-anticipated upgrade of its Apple TV set-top box that is smaller and, at \$99, significantly cheaper than its predecessor, which did not sell well. It allows users to rent television shows from Fox and ABC for 99



cents, and like many other devices, it can also stream movies from Netflix.

Mr. Jobs said the changes to the iPod lineup, which include new versions of the Shuffle, Nano and Touch

models, were the most significant since Apple introduced its first music player in 2001.

"This year we've gone wild," Mr. Jobs said. Sales of iPods have declined this

year, but revenue from them has continued to grow as more buyers choose the higher-priced Touch model.

An unexpected announcement from Mr. Jobs was the introduction of Ping. With it, users will be able to follow friends and see what music they have bought or enjoyed, what concerts they plan to attend and what music they have reviewed. They will also be able to follow bands and get updates on their new releases, concert tours and other events.

Many other online music services like Pandora and Zune Social from Microsoft already have features that allow friends to share information about music.

While other social networks have struggled in the shadow of Facebook, some analysts said that Apple had a chance to turn Ping into a success. The service will be

instantly available to 160 million iTunes users, as long as they download the latest version of the software, which Apple released on Wednesday.

"Apple wants to create even tighter links with iTunes users and keep them a click away from buying a song," said Mike McGuire, a vice president with Gartner. "Ping will give people more reasons to spend frequently and rapidly."

While Ping may put Apple in competition with Facebook, its impact on the struggling MySpace may be more pronounced, analysts said. MySpace has emphasized music over the last few years. The new iPod Touch is thinner than the previous model and comes equipped with front and rear facing cameras, as well as Apple's FaceTime video chatting software. — NYT

Asian Age ND 03/09/2010 P11 Samsung's tablet to take on iPad



Samsung Electronics' first tablet computer will go on sale in two weeks, it said on Thursday, joining the hunt to challenge Apple's iPad.

Global handset vendors and PC makers including Nokia, LG Electronics and Hewlett-Packard Co are moving into the new category of devices, between traditional PCs and smartphones, taking a cue from Apple.

Dell Inc said last month it was launching its new tablet device called the Dell Streak to U.S. customers.

"We see huge potential for this kind of product," YH Lee, head of marketing at Samsung Mobile, told Reuters in an interview on sidelines of the IFA consumer electronics fair.

The new Galaxy Tab, with a 7-inch screen, will go on sale in European markets in mid-September.

The device, which uses Google's Android software, offers access to books, films and music.

"Samsung is betting big on the tablet category with this device," said Ben Wood, research director at CCS Insight, adding the success of Galaxy Tab — which is clearly smaller than iPad with its 9.7-inch screen — will depend on pricing.

"If positioned carefully the Galaxy Tab could emerge as an operator-friendly alternative to Apple's iPad as it could be subsidized to extremely low price points in the run-up to the lucrative holiday sales season," he said.

Samsung declined to give the price of Galaxy Tab, saying it will depend on operator packages in different countries.

YH Lee said most European operators selling Samsung phones were set to also sell the Tab to their clients, and several operators would sell it in the United States.

Last week research firm iSuppli forecast the iPad will likely account for nearly three-quarters of worldwide tablet shipments this year, and hold at least 70 percent of the market in 2011 and 62 percent by 2012.

Samsung said the market was far from fixed yet.

"The market opportunity is wide open. We believe our Galaxy Tab will fill the big white space," said YH Lee.

— Reuters

Apple iPod Nano goes touchscreen

The tech giant also plans a music network & overhaul of Apple TV biz



APPLE has launched a new touchscreen iPod Nano which is about half as small as the current version.

The new device is 42 per cent lighter than the existing Nano and no longer has the familiar touch-wheel for moving between tracks.

The new device was part of an overhaul of the entire iPod range unveiled by Apple boss Steve Jobs on Wednesday. He said, "We've gone wild. It's the biggest change in the iPod lineup ever."

Jobs also announced changes to iTunes which included the launch of Ping, a social network for music which lets users share their favourite tracks with friends.

And his final announcement was a massive overhaul of Apple's unsuccessful Apple TV, which lets one play online content on your television.

New iPods cost in the range of \$229 to \$399

"The second generation is one quarter of the size of the old version and plays HD video, while only allowing rentals to avoid the problems of storage," Jobs announced. The new device will allow streaming of YouTube and other sites and is integrated with the film review website Rotten Tomatoes. Each HD TV show will cost 99 cents to rent.

As part of the iPod overhaul the new iPod Touch was unveiled, which is thinner, has the same high-definition retina display screen as the iPhone and also comes with a front-facing camera.

The front-facing camera is meant for conducting video chats with other iPod Touch and iPhone users over Wi-Fi using Apple's FaceTime program. A camera on the back can be used for taking snapshots and record-

Samsung unveils iPad's rival

SAMSUNG UNVEILED on Thursday what the South Korean electronics giant hopes will be a major rival to Apple's highly successful iPad tablet PC.

The Galaxy Tab, presented at the IFA electronics trade fair in Berlin, Germany, has a seven-inch (17.8-cm) touchscreen, slightly smaller than the iPad's 9.7 inches,

and uses Google's Android 2.2 operating system.

Samsung recognises the tremendous growth potential in this newly created market and we believe that the Samsung Galaxy Tab brings a unique and open proposition to market, said mobile communications unit head J.K. Shin.

The Galaxy Tab, weighing 0.8 pounds (380 grams) — almost half the iPad's £1.5 — launches in Europe in mid-September, and in other markets including South Korea, the US and elsewhere in Asia in the coming months.

But Samsung gave no indication, however, of whether the Galaxy Tab will undercut the iPad on price, which retails from \$499 in the US — or €499 in Europe — for the basic model. Reports press said that the Galaxy Tab will be more expensive, at €799 (\$1,025) in Germany and €699 in France.

Apple sold more than three million iPads in the 80 days after going on sale in the US in April, with demand so strong that some US customers had to wait several weeks to get their hands on one.

The success caught Apple's competitors on the hop and they have been rushing to respond with their own tablet PCs. It is rumoured that Japan's Toshiba will also unveil its own tablet PC in Berlin later on Thursday.

South Korean LG Electronics, has promised to release a tablet PC using Android before December. Tablets are smaller both in size and in memory than a desktop, notebook or netbook computer, but are bigger than smartphones, offering users video, music, games, Internet and e-books — all with touchscreens. AFP

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Apple CEO Steve Jobs announces the release of new iPod Nano upgrades in San Francisco.

THE APPLE PLATTER

- New iPod Nano is almost half as small as the current version and plays HD video
- It is 42% lighter than the existing Nano and allows streaming of YouTube
- It doesn't have the touch-wheel for moving between tracks
- Has the same retina display screen as iPhone
- There's a front-facing camera for video chats
- Apple unveils Ping, a social network for music
- Overhauls Apple TV which lets one play online content on TV
- Apple is likely to cut the price of its Apple TV device
- It also has a rear camera with HD video recorder
- Phone users to get a software update so that users can upload HD video over Wi-Fi

said, "With today's updates, Apple is closing the gap between the iPod Touch and the iPhone."

"Now the iPod Touch not only packs nearly all of the iPhone's features such as the Retina Display and front-facing camera, but is cheaper, thinner, lighter and does not require a mobile phone contract," Jones said.

"For most people, however, the iPhone is still the right choice, providing users with a conventional phone number, voicemail, picture messaging and a 3G Internet connection that's available almost everywhere," he added.

The software will be initially available the iPhone and iPod Touch. The iPad currently runs an older version, though Jobs says an upcoming update will add such features as wireless printing to Apple's tablet computer.

But just hours before Jobs took to the stage, Sony tried to steal Apple's thunder with the announcement of its new Qriocity service, which will allow users to stream music and video using the Playstation 3.

Apple is also expected to cut the price of its Apple TV device. Daily Mail

Business Line ND 03-Sep-10 p-7

CA Tech to retain India staff of Arcot Systems

\$200-m acquisition to add tech for fraud prevention, advanced authentication

Our Bureau

Mumbai, Sept. 2

All 115 India-based employees of online fraud prevention company Arcot Systems will be retained following its \$200-million acquisition by CA Technologies, according to a top company official.

FOR TALENT

"CA Technologies acquired Arcot not just for its solutions, but also for its talent. We plan to retain all full-time Arcot positions. Until the deal is officially closed, Arcot and CA Technologies will continue to operate as separate companies," Mr Satyajit Lahiri, Director - Corporate Communications

Strategy forward

Until the deal is officially closed, Arcot and CA Technologies will continue to operate as separate companies. CA Tech will evaluate product branding options and determine the best strategy moving forward

(India & SAARC), CA Technologies, told *Business Line* in an e-mail response.

The 165 employees of Arcot Systems are primarily located in California and Bangalore.

A press statement from CA said these employees will remain in their current locations through the remainder of CA's fiscal 2011.

Interestingly, CA had said in April that it will cut 1,000 jobs, or 7.5 per cent of its

workforce. Arcot was co-founded in 1997 by Mr Ram Varadarajan, an industry veteran of 20 years, who currently serves as the President and CEO. Arcot's solutions - delivered as cloud services or deployed on premises - helps prevent fraudulent transactions for about one million online credit card transactions daily. (Cloud computing is Internet-based computing, whereby shared resources,

software, and information are provided to computers and other devices on demand, like the electricity grid.)

According to CA, the acquisition will "add technology for fraud prevention and advanced authentication" to the company's portfolio. Arcot has also been rendering its services to the Indian markets. Its solutions are being used by several financial institutions here, Mr Lahiri said.

ARCOT BRAND

So will the Arcot brand officially cease to exist going forward?

"Once the deal is closed, we will work to incorporate

the Arcot brand into the CA Technologies branding strategy. However, on the product side, we have in the past maintained product branding as we did with 'SiteMinder' which came from the Netegrity acquisition. We will evaluate product branding options and determine the best strategy moving forward," said Mr Lahiri.

(In 2004, CA had acquired Netegrity, a maker of network identity and access software, for about \$430 million.)

The Arcot acquisition marks the sixth cloud-focused purchase for CA in a 14-month spending spree that puts its acquisition tally at around \$1 billion.

Business Line ND 03-Sep-10

p-7

Symantec sees big opportunity in small, medium biz space

L.N. Revathy

Coimbatore, Sept. 2

IT Security solutions provider – Symantec Corp foresees huge opportunity in the small and medium business space. “From a business focus, SMBs have started to adopt IT in a big way and security related concerns arise with adoption of IT solutions,” says Mr Vineet Sood, Head (Channels and Alliances), Symantec.

Sharing the company’s 2010 Global SMB Information Protection Survey findings, Mr Sood said: “Indian SMBs seem to be getting serious about information protection. The complexity of threat is the same for both the corporate and SMBs, but the latter is yet to take cognisance of the complexities. Cloud would add value, but it going to be a raindrop in the ocean. The answer lies in bringing the right solution to the market.”

Asked how would SMBs know which is the right solution for managing such complexities, Mr Sood said, “we collaborate with local players to take the relevant technology

to SMBs. We have created a community of SMB specialists. These specialists would have the accreditation on the three products that we have for SMBs.”

The company has started the SMB specialisation programme for its partners about two to three months ago and created 100-200 SMB specialists till date.

“There is a marked increase in the adoption of backup and recovery solutions as well as a new technology like de-duplication either installed or in the process of installation. Most SMBs look beyond antivirus solution,” he added.

Comparing the findings of the 2009 survey with the present one, he said: “Last year, the security awareness levels were found to be lower and many SMBs did not have even a basic antivirus solution in place. The 2010 survey findings highlight a progressive trend towards SMBs adopting a more comprehensive information protection strategy.”

>>More on the Web:

www.businessline.in/webextras

Business Standard ND 03/09/2010 P8

E-READERS: GETTING DOWN TO CONTENT

Home-grown manufacturers are luring consumers with an enviable content library to market the hardware

PRIYANKA JOSHI

E-books are gaining momentum worldwide. But Indians are yet to join the wave — all things connected to this new world of authors and the Internet.

However, that has not come as a damper to home-grown manufacturers of e-readers. They are focusing on content to lure people to the world of digital reading.

Sample this: Bangalore-based digital publisher EC Media gave access to an enviable content library when it launched its Wi-Fi (wireless connectivity) and 3G-enabled Wink e-reader models, competitively priced at ₹11,490 and ₹14,990.

"Selling hardware is not the only way of doing business for EC Media," said Ravi Decece, CEO of EC Media. Wink e-readers will provide users access to e-book content from publishers like Penguin, Roli, Oxford University Press, Harper Collins and Permanent Black.

"We are also launching an online content store, www.thewinkstore.com, which will provide access to about 200,000 titles to readers along with newspapers and magazines," said Decece. The company is also working to launch WinkWire — an independent news service in partnership with IANS. EC Media is also adding major national and international publishers to its e-book library.

The Wink e-reader has set a sales target of 10,000 units in the first year. This is much higher than what Amazon's Kindle has garnered. Estimates suggest that Kindle has sold around 2,500 units so far since its launch last November. Wink not only aspires to carve out a niche for itself but also expand beyond the Indian shores.

E-readers or electronic book readers have been around for several years but gained critical mass in late 2007, when Amazon introduced Kindle. The others are Barnes & Noble's Nook e-reader and Sony e-reader.

Another domestic player, Infibeam, that introduced low-cost e-readers — the Pi, priced at around ₹10,000 — is expand-

ing its e-book content before launching an aggressive marketing for the hardware. Infibeam has two Pi models — one using Google's Android-based operating system and the other the Windows OS. The android-based version comes with a hi-definition video player.

The companies seem to have realised that the Indian market is not spoilt for choice when it comes to the device. "In-

Mehta is hopeful of growing the content to 500,000 titles by next year.

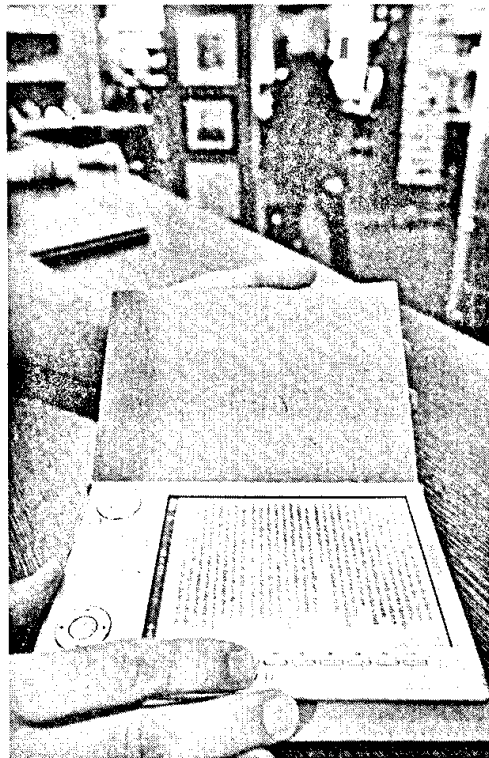
Infibeam has launched a self-publishing tool for independent authors that allows them to publish e-books directly to the company's online book store. "Indians like to read regional fiction and we now have 4,000 authors who publish their works directly as e-books on Infibeam," said Mehta.

The next popular category, according to Infibeam, is digital versions of text books. "Think of it this way, on an e-reader a 3,000-page text book can easily be searched for keywords, the pages can be bookmarked for reference and the content can be viewed on a PC, mobile phone and the e-reader," said Mehta. Ever since Infibeam started retailing e-book versions of medical and college text books on its site, the sales have hit the roof. Last month, Infibeam sold 100 books an hour with e-books making up to five per cent of the total book sales.

EC Media has big plans for India. Although Wink is manufactured in China with design specifications provided by the company, Pradeep Palazhi, COO, EC Media said the company is considering setting up a manufacturing unit in India. Moreover, a 3G-enabled version of Wink is expected to be launched around October and the company is already in talks with service providers like Airtel and Tata Teleservices, among others.

Infibeam has also launched a touch-screen e-reader called Phi, with in-built Wi-Fi. "We will introduce a new 3G enabled version of Phi next one month and another version of original Pi, which is an e-ink based device for heavy users," said Mehta.

Research firm Gartner claims that the future is bright for e-readers and even advises publishers to be bullish in the digital distribution of e-books, newspapers and magazines. "It's the perfect time for a trial and to establish relationships with others in the value-chain — service providers and digital warehouses — that can be positioned to assist in a rapid deployment if the market takes off earlier than anticipated," Gartner said in a report.



Domestic e-readers like the Wink and Pi take global competition head on with innovative content tie-ups. PHOTO: REUTERS

stead, it is all about getting a share of the consumer's time. There is a lot of free or low-cost digital content available — web browsing, TV, movies, books, magazines and games. Decisions on what device to purchase will be driven by the availability of the consumer's preferred content and digital leisure activities from that device," notes Vishal Mehta, CEO of Infibeam. The company has 200,000 e-books on its online store www.infibeam.com.

Samsung goes green with e-waste plan

PRIYANKA DASGUPTA BRAHMA
Kolkata

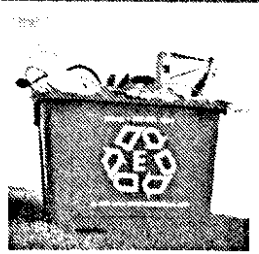
SAMSUNG India Electronics has joined the green bandwagon. The consumer electronics major has rolled out a nationwide programme on recycling of e-waste. The programme, called Samsung Takeback and Recycle (STAR) is being rolled out nationally in phases.

The company is planning to create a recycling based society to preserve the environment through efficient use of resources.

Samsung will help consumers recycle Samsung branded consumer electronics goods ranging from TVs, DVD and VHS players, audio equipment and home theater systems to mobile phones, cameras, camcorders, computer monitors, printers, IT peripherals and home appliances free of cost.

Consumers can dispose of portable products at 235 locations in 20 cities through the Samsung service network. For larger-sized products, consumers can avail themselves of the collection facility on a nominal payment (if the location is outside municipal limits) or drop the product at any of the company's 291 collection centres in 21 cities. This initiative will gradually be extended.

J S Shin, president & CEO, Samsung Southwest Asia HQ, said, "Environmental protection is one of our key priorities. Beyond environmentally friendly



CSR initiative

- The company is planning to create a recycling based society to preserve the environment through efficient use of resources
- Samsung will help consumers recycle Samsung branded consumer electronics goods and IT peripherals free of cost

products and manufacturing processes, we are aiming to address the important issue of e-waste management with the roll-out of the STAR programme. This initiative reaffirms our commitment to building awareness for responsible consumption/waste management practices and ensuring proper end-of-life treatment to reduce the burden on the planet. Our ability to cover our entire product portfolio makes it more convenient for our consumers."

The company has entered into contracts directly with Central Pollution Control Board authorised e-waste recyclers for take-back and recycling.

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