

Newspaper Clips

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P-1

BELIES TALK OF AN ECONOMIC SLUMP

Pre-Placement Offers Hint at IIT Hiring Pick-Up

Fishing in Talent Pool

Cos Rolling Out PPOs

Microsoft, Adobe, Schlumberger, HUL, Reliance Industries, Goldman Sachs, Tata Steel, Qualcomm, CISCO, Texas Instruments, Shell, Deloitte, Credit Suisse, M&M



SREERADHA D BASU & DEVINA SENGUPTA
KOLKATA | BANGALORE

A muted economy notwithstanding, the first flush of pre-placement offers (PPOs) at six oldest IITs suggests that companies might be hiring more this year. Marquee employers like Microsoft, Hindustan Unilever, Reliance Industries, Goldman Sachs, Adobe and Schlumberger have already rolled out over 170 PPOs to the class of 2013, with strong indications that the final tally at these six IITs may beat last year's records. 260 students from the six IITs ET spoke to had received PPOs last year.

PPOs usually start trickling in from July-August and can go on till October-November for top engineering colleges. The final placement starts after that from December and may go on till June next year.

IIT Kharagpur, the oldest among the IITs, already has around 50 offers in hand compared to 60 last year. Companies like Schlumberger Asia, Microsoft, Transocean, Tata Steel, Qualcomm, Ittiam Systems, HUL, Goldman Sachs, Cisco, Tex-

Salary Range ₹ **8-18 lakh**

More PPOs likely this year

Institute	No. of PPOs this year (till Aug 24)	Total offers last year (till end-Nov)
IIT Roorkee	34	33
IIT Kharagpur	50	60
IIT Bombay	25	50
IIT Madras	18	40
IIT Guwahati	20	30
IIT Kanpur	22	45

as Instruments, Reliance Industries have made their pick from 800 students of IIT Kharagpur, said SK Baral, professor-in-charge, training and placements at the institute. It expects a 10% increase in the PPOs this year.

"Companies are pre-empting an improvement in the markets. And for that, they need to have resources ready," said an IIT placement professor who did not wish to be identified.

The final PPO tally at the six IITs may beat last year's records

"They are hiring from IITs so that they do not miss out on the talent pool." Officials at IIT Roorkee's placement cell say the slump is not apparent, having already crossed last year's tally of 33 PPOs. The institute has received 34 PPOs till now and more will come in till November. There has been some increase in the salaries offered as opposed to last year; officials from the placement department said. Shell, Texas Instruments, Deloitte, and Goldman Sachs have made offers at this IIT.

Salary Levels Not Muted >> 3

Salary Levels Have Not Been Muted

>> From Page 1

IIT Bombay has received 25 PPOs and more are expected to flow in over the next 2-3 months. The institute bagged 50-plus offers last year.

"We are receiving good response from the potential recruiters, but it's too early to state that the situation is better than last year," said a cautious Avijit Chatterjee, professor-in-charge of placement for IIT Bombay.

PPOs are made to final year students from undergraduate and postgraduate degrees at the IITs from streams like mechanical engineering, electrical engineering, computer science, and applied materials amongst others. Companies like Shell, Reliance Industries and Microsoft have made multiple offers to students of IIT Madras. The institute's 525 students have received 18 PPOs, which include those from Credit Suisse, Mahindra & Mahindra, Adobe.

"We expect the numbers to be same as last year," said an official from the placement department of IIT Madras. Salary levels have not been muted and anywhere between Rs 8 lakh and Rs 18 lakh is being offered to those who made a mark during their internships.

PPOs are given to students based on their performance during their internships and once accepted, a student is generally out of the placement procedure. There may be some exceptions though. While the PPO phenomenon is far more common at the IITs, it's also making its presence at the IITs now.

IIT Guwahati's placement-in-charge Natesan Srinivasan says companies have become more aggressive in recruiting top talent from colleges they visit.

From July onwards the institute has received 20 PPOs and last year's record of 30 such offers is within touching distance. Companies that have offered jobs are S&P Capital IQ, Tata Steel, Schlumberger, Microsoft, Goldman Sachs and M&M.

Navbharat Times ND 29-Aug-12

P-15

IIT में बंपर प्री-प्लेसमेंट ऑफर्स

[श्रीराधा डी बसु | देविना सेनगुप्ता कोलकाता | बंगलुरु]

इकनॉमी भले ही स्लो स्पीड से बढ़ रही है, लेकिन 6 पुरानी आईआईटी के शुरुआती प्री-प्लेसमेंट ऑफर्स (पीपीओ) से लगता है कि इस साल कंपनियां पिछले साल से ज्यादा हायरिंग कर रही हैं। माइक्रोसॉफ्ट, हिंदुस्तान यूनिलीवर, रिलायंस इंडस्ट्रीज, गोल्डमैन सैक्स, एडोबी और स्लूमबर्गर जैसी दिग्गज कंपनियां अगले साल पास होने

वाले स्टूडेंट्स को अब तक 170 पीपीओ दे चुकी हैं। लग रहा है कि 6 आईआईटी में पिछले साल के मुकाबले इस साल ज्यादा पीपीओ मिलेंगे।

पीपीओ की शुरुआत अक्सर जुलाई-अगस्त से होती है। बड़े इंजीनियरिंग कॉलेजों में ये अक्टूबर-नवंबर तक चलते हैं। फाइनल प्लेसमेंट दिसंबर से

शुरू होता है और यह अगले साल जून तक चल सकता है। खड़गपुर सबसे पुराना आईआईटी है। इसे इस साल अब तक 50 पीपीओ मिल चुके हैं। पिछले साल इसे 60 प्री-प्लेसमेंट ऑफर मिले थे। स्लूमबर्गर एशिया, माइक्रोसॉफ्ट, ट्रांसओशन, टाटा स्टील, क्वालकॉम, एचयूएल, गोल्डमैन सैक्स, सिस्को, टेक्सस इंस्ट्रुमेंट्स और रिलायंस इंडस्ट्रीज ने आईआईटी खड़गपुर के 800 स्टूडेंट्स में से इन्हें चुना है। यह जानकारी इंस्टीट्यूट के प्रोफेसर-इन-चार्ज, ट्रेनिंग एंड प्लेसमेंट्स एस के बराई ने दी। उनका कहना है कि इस साल पीपीओ 10 फीसदी तक बढ़ सकते हैं।

आईआईटी के एक प्लेसमेंट ऑफिसर ने नाम नहीं छापने

की शर्त पर बताया, 'कंपनियों को इकनॉमी के रिकवर करने की उम्मीद है और उसके लिए वे पहले से ही तैयार हैं। वे आईआईटी से हायरिंग कर रही हैं, जिससे अच्छे प्रोफेशनल्स उन्हें गंवाने न पड़ें।' आईआईटी रुड़की को इस साल पिछले साल के 33 से ज्यादा पीपीओ मिल चुके हैं। अब तक उसे 34 पीपीओ मिले हैं और नवंबर तक संख्या और बढ़ने की उम्मीद है। कुछ कंपनियों ने इस साल पिछले साल से ज्यादा

सैलरी भी ऑफर की है। इस संस्थान के प्लेसमेंट सेल के अधिकारियों ने यह जानकारी दी है।

आईआईटी रुड़की के स्टूडेंट्स को शेल, टेक्सस इंस्ट्रुमेंट्स, डेलॉयट, स्लूमबर्गर, गोल्डमैन सैक्स से ऑफर मिले हैं। आईआईटी बॉम्बे को 25 पीपीओ मिल चुके हैं। अगले 2-3 महीनों

में उसे और ऑफर मिलने की उम्मीद है। यहां प्लेसमेंट के प्रोफेसर-इन-चार्ज अविजीत चटर्जी ने बताया, 'हमें पोटेंशियल रिक्रूटर्स से अच्छा रिस्पॉन्स मिल रहा है, लेकिन अभी यह कहना जल्दबाजी होगी कि हालात पिछले साल से बेहतर हैं।' अंडरग्रेजुएट और पोस्टग्रेजुएट क्लास के फाइनल ईयर के स्टूडेंट्स को पीपीओ ऑफर किए जाते हैं। शेल, रिलायंस इंडस्ट्रीज और माइक्रोसॉफ्ट ने आईआईटी मद्रास में कई ऑफर दिए हैं। इस इंस्टीट्यूट में 525 स्टूडेंट्स हैं, जिनमें से 18 को पीपीओ मिले हैं। यहां के स्टूडेंट्स को पीपीओ देने वालों में क्रेडिट सुइस, महिंद्रा एंड महिंद्रा और एडोबी जैसी कंपनियां भी शामिल हैं।

स्टडी पूरी होने से पहले टैलेंट हंट

किसने दिए ऑफर

माइक्रोसॉफ्ट, एडोबी, एचयूएल, आरआईएल, गोल्डमैन सैक्स, डेलॉयट, ट्रांसओशन, टाटा स्टील, क्वालकॉम, सिस्को, शेल, टेक्सस इंस्ट्रुमेंट्स, एमएंडएएम



सैलरी रेंज 8-10

इस साल अधिक प्री-प्लेसमेंट ऑफर आने की संभावना	PPOs की संख्या (24 अगस्त तक)	पिछले साल कुल ऑफर
इंस्टीट्यूट		
IIT रुड़की	34	33
IIT खड़गपुर	50	60
IIT बॉम्बे	25	50
IIT मद्रास	18	40
IIT गुवाहाटी	20	30
IIT कानपुर	22	45

Indian Express Chandigarh 28-08-2012 P-8

Few girls in IIT, more in other engg courses

ANUBHUTI VISHNOI

NEW DELHI, AUGUST 27

THE Kota coaching factor still plays a key role in the IITs admission process, girls still opt less for these 15 institutes than for engineering courses elsewhere, and state school boards send the most students to IITs, according to an analysis of the patterns in the Joint Entrance Examination results of 2012.

The analysis, presented today at the meeting of the Joint Admission Board, found that girls comprise a mere 10 per cent of admissions to the 15 IITs after cracking JEE but 30-40 per cent in other engineering institutes, including several prestigious ones.

2012 FINDINGS	2013 SCHEDULE
<p>10% IIT entrants are girls; 30-40% in other engineering institutes</p>	<p>7 April JEE Main</p>
<p>40% successful JEE candidates from CBSE</p>	<p>2 June JEE Advanced</p>
<p>50% IIT entrants from state boards</p>	<p>IIT DELHI TO ORGANISE EXAM</p>
	<p>Prof H C Gupta JEE chairman</p>
	<p>Same question paper format</p>

An IIT professor says the coaching industry is a key factor in the current JEE system; most parents prefer not to send their daughters to coaching classes at far-flung Kota or

Hyderabad.

The analysis, conducted by the IITs, also examined the general student profile and found it is once again the middle class and urban India that

dominates JEE. Jaipur and Hyderabad top the list with their dominant coaching culture, followed by Delhi; Kanpur, Lucknow and Allahabad too are in the top 10 cities sending students to IITs.

Of students who cracked JEE, 40 per cent came from CBSE; of those who reached the IITs, 50 per cent come from state boards. The ICSE and other school boards had poor representation. Prof S G Dhande, director of IIT Kanpur, says the analysis only reinforces the need to reinvent the JEE. "It is clear that coaching is a very real factor giving students an extra edge at clearing JEE. That fewer girls make it is also linked to this factor," Prof Dhande said.

Navbharat Times ND 29-Aug-12

P-14

आईआईटी में लड़कियां

आआईआईटीज से जुड़ी दो खबरें इनमें दाखिला लेने का सपना देखने वाले स्टुडेंट्स का दिल खुश करने वाली हैं। एक तो यह कि एडमिशन टेस्ट को लेकर महीनों लंबा खिंचा विवाद अब खत्म हो चुका है। आईआईटीज, ट्रिपल आईटीज और एनआईटीज में एडमिशन के लिए साझा टेस्ट जेईई मेंस और खास आईआईटीज के लिए होने वाले जेईई एडवांस का टाइम टेबल घोषित हो चुका है। अगले साल के लिए ये दोनों इम्तहान क्रमशः 7 अप्रैल और 2 जून 2013 को आयोजित किए जाएंगे। इन दोनों परीक्षाओं को एक पर लाने की योजना पर मानव संसाधन विकास मंत्रालय आज भी कायम है। किसी न किसी दिन इसे अमल में ला देने की उम्मीद भी उसे है, लेकिन प्रधानमंत्री की सलाह पर अगले कुछ सालों तक उस दिन का इंतजार करने के लिए वह तैयार है। आईआईटीज से जुड़ी दूसरी खुशखबरी यह है कि पूरी दुनिया में जारी डबल डिप रिसेशन की चर्चा का



रती भर भी असर ब्रैंड आईआईटी पर देखने को नहीं मिला है। दुनिया की नामी-गिरामी कंपनियां कैम्पस प्लेसमेंट के लिए इन संस्थानों में लाइन लगाए हुए हैं। अगस्त के तीसरे हफ्ते तक इन्होंने जितने छात्रों को ऑफर लेटर दिए हैं, उनकी

संख्या पिछले साल नवंबर तक की गई नियुक्तियों के करीब पहुंच रही है। लेकिन इन प्रतिष्ठित संस्थानों से जुड़ी तीसरी खबर थोड़ी चिंताजनक है और इसके बारे में इनके मैनेजमेंट को अपने यहां गंभीर विमर्श चलाना चाहिए। आईआईटी कानपुर के एक सर्वे से पता चला है कि आईआईटीज में दाखिला लेने वाली लड़कियों का प्रतिशत आज भी दस से ऊपर नहीं जा पा रहा है, जबकि बाकी तकनीकी संस्थानों में उनकी हिस्सेदारी तीस से चालीस प्रतिशत तक पहुंच चुकी है। इसकी वजह सर्वे के दूसरे नतीजे से जुड़ी नजर आती है। इसके मुताबिक आईआईटीज में आने वाले छात्रों में सबसे बड़ा हिस्सा जयपुर और हैदराबाद सेंट्रों से आता है, जिनके दायरे में देश के सबसे बड़े कोचिंग अड्डे आते हैं। मामला बिल्कुल साफ है। भारत का मध्यवर्ग पारंपरिक ढंग से लड़कों को असेट और लड़कियों को लाएबिलिटी मान कर चल रहा है, उसका यह भेदभाव दो-तीन लाख रुपये कोचिंग पर झोंकने के मामले में और ज्यादा मुखर हो जाता है। सर्वे के इन दोनों नतीजों से यह निष्कर्ष निकालना बिल्कुल वाजिब है कि भारत के प्राइम टेक्नोलॉजिकल संस्थान इस देश का सबसे अच्छा टैलेंट तब तक हासिल नहीं कर पाएंगे, जब तक वे अपने यहां एडमिशन के लिए कोचिंग पर निर्भरता खत्म करने की कोई व्यवस्था नहीं कर लेते।

Business Standard ND 29/08/2012

P1

Slowdown skips IIMs

Pre-placement offers point to a buoyant hiring season

KALPANA PATHAK & VINAY UMARJI
Mumbai/Ahmedabad, 28 August

Joel Xavier, chairperson of placements at the Indian Institute of Management (IIM) Udaipur, is upbeat. His institute will be conducting its maiden summer placements this year and the score card is 100 per cent. "Twenty-six companies have picked up the entire 57-strong batch for summer internships. Two companies have already made a job offer to our students. This means we will have a good year even with regard to the final placements," said Xavier.

Older peer, IIM Bangalore, is no less bullish, as it has already received over 40 pre-placement offers (PPOs) compared to a total of 93 at the end of last year. Such offers at the institute keep trickling in till December, which is when lateral placements begin.

Almost all IIMs say a muted economy notwithstanding, the final tally for PPOs will beat last year's records, with some of the biggest names ranging from Hindustan Unilever, McKinsey and the financial sector giants turning up for placements. PPOs are placement offers to final-year students who are or were trainees in the company during internship. The IIM PPO process begins every July and goes on till final placements conclude in March-April of the next year.

IIM Kozhikode expects around 50 PPOs this year similar to last year. The institute had received 18 PPOs in previous year. IIM Raipur,

which has around two PPOs in hand, is focusing on having international placements on campus and is also inviting more consultancy firms. "A lot of consulting firms largely restrict themselves to older IIMs. This year we have approached them to recruit from our campuses too and so far the response is positive," said Sanjeev Parashar, placement chairperson, IIM Raipur. IIM Raipur has a batch size of 48 students to place this year.

Devi Singh, director of IIM Lucknow, said the institute had got a positive response from its recruiters as well as students who returned from summer internships. Lucknow saw a nearly 419-strong batch participating in summer internships this year. Godwin Tennyson, placements chairperson at IIM Trichy, says, "The market is volatile

for sure but demand will certainly be there." PPOs at IIM Trichy will keep flowing in till February 2013.

Recruiters are equally bullish. Boston Consulting Group (BCG), which emerged among the topmost recruiters from the IIMs last year, has this year extended 27 PPO offers to students who interned with it in the summer of 2012. "These candidates will join BCG in 2013. Of these, 26 are from the IIMs while one is from Harvard Business School," said Ravi Srivastava, Partner & Director, BCG.

At Mumbai-based RPG group, 35 students interned during the summer from 10 B-schools this year and the company says it looks forward to an aggressive recruitment season.



Almost all IIMs say despite a muted economy, the final PPO tally will beat last year's records

Hindustan Times ND 29/08/2012

P9

GREEN EFFORT

Delhi scientist wins top award for aiding Bengal farmers

Charu Sudan Kasturi

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NEW DELHI: A Delhi-based scientist, Aditi Mukherji has won arguably the world's most prestigious award for young researchers in food and water management, named after the father of India's Green Revolution Norman Borlaug.

The World Food Prize Foundation, started by Borlaug, has picked Mukherji for the first-ever Norman Borlaug Award in Field Research and Application for her work in transforming access to water for thousands of farmers in West Bengal. The award comes with \$10,000 prize, and will be formally presented to Mukherji on October 17 in Des Moines, Iowa, US.

"The research I worked on helped remove barriers in water access for farmers in West Bengal," Mukherji told HT from Stockholm, Sweden, where the award was announced on Tuesday.

Mukherji, 37, is a senior

WHAT SHE DID FOR FARMERS



■ Aditi Mukherji

researcher at the Delhi office of the International Water Management Institute (IWMI).

As alumnus of Presidency College (Kolkata), JNU (Delhi), she completed her PhD at the University of Cambridge.

The Borlaug Award is restricted to scientists under 40.

Though Bengal receives significantly greater rainfall than Haryana or Punjab,

■ Mukherji surveyed over 4,000 groundwater users and found that a West Bengal policy requiring farmers to obtain permits before using power-driven tube wells was to blame.

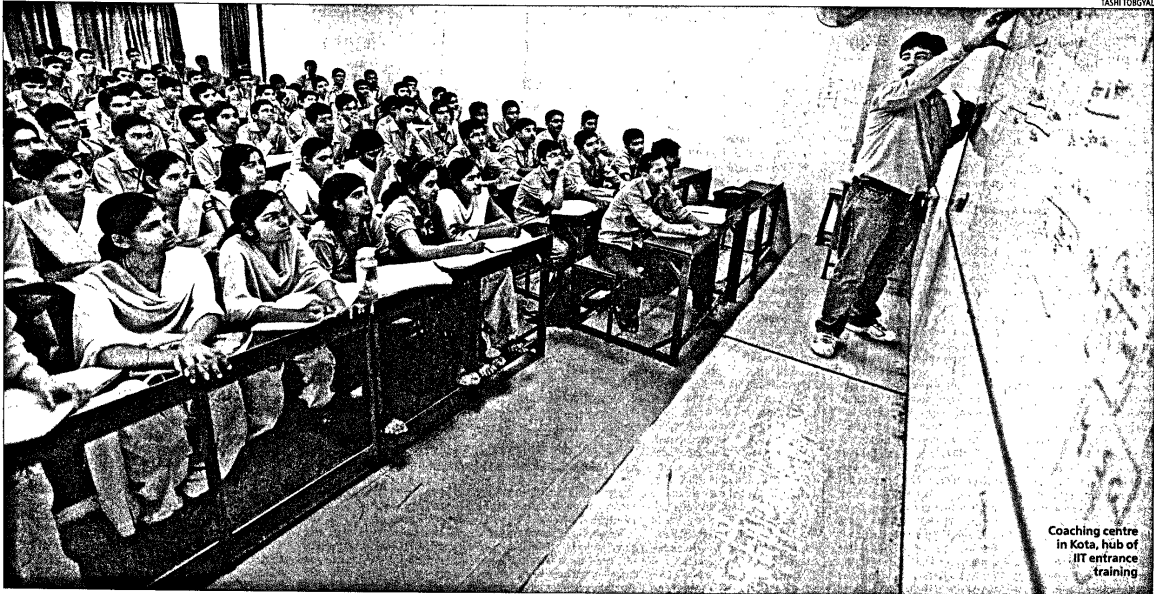
■ The permit system spawned corruption, forcing farmers to stick with inefficient diesel.

■ Her research forced West Bengal government to scrap rule requiring permits.

and has a higher water table than northern states, its agricultural productivity has been lower for several years now: an apparent contradiction that intrigued Mukherji.

Mukherji showed that antiquated government rules were spawning corruption and barring farmers from efficiently accessing water. Her research forced the government to remove these barriers.

COURSES FOR COURSES



Coaching centres' dominance in IIT admissions has been acknowledged by the IITs themselves. A look at how such centres for various courses are flourishing

WHEN an analysis of this year's Joint Engineering Entrance Results found that girls have a very poor representation among IIT entrants, a professor observed that this was very likely due to parents being reluctant to send their daughters to far-off coaching hubs such as Kota in southern Rajasthan. It was in effect an acknowledgment of how important a role coaching plays in competitive exams today. And that goes beyond IITs, an area where Kota is the specialist. For IAS aspirants, there is Delhi. For provincial civil service examinations, there are for example Lucknow in UP and Pune in Maharashtra, each city drawing students from across its state.

Coaching has become an industry that thrives not just on the crores students pump into centres. They come mostly from outside the cities where they train and their accommodation has given rise to a parallel industry. "With so many students in Kota, there has been a sharp rise in the number of caterers and mess halls, laundry and cleaning services, clothes and stationery," says Ashok Maheshwari, general secretary of the Kota Traders' Association.

There is a flip side. Coaching might improve a candidate's chances of entering an IIT but the directors of many IITs believe the quality of entrants has been affected, with rote learning and mechanical thinking replacing the essential raw intelligence that one traditionally associates with IIT students.

"While there is no quantitative study on this, based on our experience we can say that many students who come through coaching tend to get burnt out by the time they get to the IITs," said Prof Gautam Barua, director of IIT Guwahati. "There are instances of some students so used to being spoon-fed information that once they are at IITs and are asked to complete assignments on their own, they face difficulties in switching to this regular system. While I would not say that students who come through coaching are not bright — several of them are — there is also a segment where it is felt that these students have got into IITs at the expense of brighter students."

GROWTH

Few examples can illustrate the growth of coaching centres better than that of the Nagvi brothers of Lucknow. In 1986, Javed and Abis Nagvi started a business in books for engineering and medical entrants, spreading them on the roadside near SKD Coaching Centre. They would earn between Rs 50 and 200 a day. Today, their shop Books and Books

Lucknow today has 1,125 registered centres, the courses as varied as engineering, medical, MBA, civil services, and those for banking and railway jobs. Mahendra Educational Pvt Ltd for banking, railway and other exams started with one centre in 1994, then as Mahendra's Institute. Today it has 11 centres in Lucknow and 50 more across the country. Vaid's ICS for civil service exams has "grown 40 to 50 per cent" since 1998, says director P M Tripathi.

Kota, too, had a humble beginning. The man credited with turning it into a hub, V K Bansal, worked with JK Synthetics before he was diagnosed with muscular dystrophy, quit and took up teaching. "He began teaching maths to a small group in the 1980s and later started Bansal Classes," says his brother Pramod, CEO, Bansal Classes.

By 1996, Bansal Classes was taking in students from across Rajasthan; a student topped the entrance.

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GAUTAM BARUA
Director, IIT Guwahati

trance in 2000. Several of Bansal's teachers began their own centres, including Career Point and Resonance. Allen Career Institute for pre-medical tests completes the big four in Kota. "Now, there are centres in every bylane," says Pramod Maheshwari, director of Career Point.

The town's annual student intake is estimated at 80,000. Over the last decade, centres here claim to have produced close to one-third of all students selected to the IITs.

STUDENTS & PREFERENCES

Every major hub offers every kind of course, but each specialises in its own kind. Kota is the undisputed IIT training hub. In Kolkata, centres for engineering, medicine and MBA entrances have boomed; the interest in an IAS career is lower. Lucknow thrives on its centres for Provincial Civil Services exams; Pune on those for the Maharashtra equivalent. For IAS, students prefer to train in Delhi, though it also has a large SKD Coaching Centre. They would earn between Rs 50 and 200 a day. Today, their shop Books and Books

Delhi. "We had more than 15,000 students in 2011-12," says Ullhas Vairagkar, director of TIME Delhi.

Among medical and engineering coaching centres, Aakash Institute in Delhi estimates 40 per cent of its 2,000-3,000 students are from outside. "The mix generally consists of 30 per cent from farmers and workers, 20 per cent from business families, 40 per cent from professional backgrounds and 10 per cent from defence and police," says Antara Bhattacharjee, Aakash communication manager.

In Pune, being an educational hub provides access to a large pool of students. Of the state civil services aspirants, about 70 or 80 per cent come from outside. The top six such centres have 1,000-odd students each while others can have as few as 200-400. Many are from middle class backgrounds, the majority from families that depend on agriculture. In Lucknow, Praveen Singh of Lakhimpur Khari cites his own example to say many come to the city without knowing what competitive examinations are all about, understand the basis at coaching centres where they do only the foundation courses, and later go to Delhi. Singh, who trained at Vaid's five years ago, went to Delhi but could not clear the IAS in two attempts. Having crossed the age limit, he is back at Vaid's for the provincial equivalent.

In Kolkata, which has only one government-run IAS centre and one private, the engineering and medical courses centres draw students from places such as Durgapur, Haldia and Siliguri, their backgrounds ranging from middle-class to well-off.

ACCOMMODATION

Dipti Gautam of Gorakhpur trained at Aakash in Lucknow, paying Rs 70,000, but could not clear the medical entrance this year. She has enrolled herself again, the fee this time Rs 83,000, and is staying at a hostel where she pays Rs 5,000 a month.

Hundreds of buildings at Jiamau and Narhi serve as hostels. A few centres such as Rubic's Rostam have their own hostels but most have tie-ups with hostel owners. Dhyanjyoti Singh, manager of SKD New Standard that deals with medical and engineering tests, agrees their students are mainly from small towns and rural areas; those from Lucknow tend to opt for crash courses rather than the yearlong programme.

In Kota, most student rooms are sparsely furnished. Sangeeta Goyal, who runs a girls' hostel, says the students do little other than study. As a student says, the only activity that Kota promotes is studying.

TEACHERS

teny in selection procedures within a hub, Kota seems the strictest.

Career Point's Maheshwari says each aspiring teacher has to give a mock lecture and field questions, followed by an interview and training. "Experience is the key, every year of experience for a teacher is worth that much more," says a teacher at a centre. "There are teachers in big centres who earn more than Rs 1 crore a year. Many of those who earn about Rs 50 lakh are in the age group 30 to 35." Salaries start from around Rs 25,000 a month and often double every year.

In Pune, teachers for the civil services are expected to have at least cleared the mains, says Vivek Kulkarni of Jnana Prabodhini. Those for engineering trainers too. "In our team of 13 teachers, 11 cleared IIT-JEE," said Vaibhav Bakiwal of Bakiwal Tutorials. "I studied in an IIT. Some of us have held engineering jobs, but none has ever been in the faculty of an engineering college."

In Lucknow, qualifications are not necessarily the key; many centres are owned by teachers. It's Vaag's R K Verma is an IIT Chennai postgraduate and Anurag Trivedi is an IIT Kanpur graduate. Harish Kumar, who runs Vaid's, says they also invite teachers already serving with the government. And there are IAS aspirants who double up as trainers. Vimal Dwivedi, who worked as a chemical engineer for Rs 12,000 a month, joined New Light Coaching Institute for Rs 35,000 before entering the Aakash faculty at a salary he claims has gone up five times.

The salary range varies as widely as Rs 40,000-1,80,000 a month in Aakash in Delhi. Aakash has three to four subjects per subject; TIME says it has a total of 75.

FEES

Fees are no less inconsistent than salaries but one common trend is the way they have multiplied. Vaid's ICS in Lucknow, which charged Rs 4,000 in 1998 for a year's course, charges Rs 80,000 today. A course at Career Launcher for CAT, which cost Rs 5,000 in 1994, is Rs 27,900 today.

IIT coaching fees are generally in the range of Rs 80,000 in major cities; Kota's centres charge around Rs 1 lakh. For MBA training, Rs 30,000 is the usual range at most places.

In Delhi, Vajirao & Ravi and Chanakya IAS Academy charges Rs 80,000 to Rs 1 lakh. Pune's civil services training centres charge as low as Rs 30-40,000.

Reported by Apurva in Kota; Ramendra Singh in Lucknow;

Land of latex now dons an additional identity

SHAJU PHILIP
PALA (KERALA), AUGUST 28

FOR several decades, Pala in central Kerala, known as the land of latex with its rubber saplings and nurseries, has been attracting farmers from across the state and parts of Karnataka. Over the past few years, the headquarters of Meenachil, the country's leading rubber-growing taluka, has acquired another identity. Thousands of youths aspiring for engineering and medicine have made this municipal town a coaching hub.

The makeover started when around 5,000 teens fresh out of Class XII attended a year-long repeaters' course at Brilliant Study Centre for various engineering and medical entrance exams. A repeater means one who has not cleared these entrances at the first attempt, though the course does not exclude those who didn't take the entrance. On weekends, another few hundred from other parts of Kottayam district join Brilliant's special sessions. And students from across Kerala take a year-long foundation course join a higher secondary school.

Seven years ago, Brilliant shifted its main campus to Mutholi village, 3km from Pala and quarter. Of the 5,500 students who have joined the repeaters' programme, around 4,000 are staying in hostels or as paying guests. "We have 150 houses that take paying guests, apart from a couple of hostels. We assess the required facilities, and fix a general menu and fees," says Brilliant chief mentor Sebastian Mathew, who along with three others floated it as a tuition centre in 1984 before shifting to coaching for entrances.

HOUSING FACILITIES ALONE EARN THE PROVIDERS, INCLUDING HOSTEL MANAGERS, AN ESTIMATED Rs 1 CRORE A MONTH. THE LION'S SHARE OF THE MONEY IS BEING PUMPED BACK INTO MUTHOLI VILLAGE



One of Brilliant's two hostels in Pala

"Providing paying guest facilities has become a major source of income for villagers," says TN Muralidharan, who plays host for 30 students. "Many families have dismantled their cattle sheds to build rooms for students. Vacant houses of migrant families too were taken on rent for students. Some elderly parents living alone provided part of their property."

Mathew estimates the accommodation facilities alone would earn the providers, including hostel managers, at least Rs 1 crore a month. The lion's share of the money is being pumped back into the village. Brilliant's teachers are paid by the hour, earning between Rs 500 and Rs 1,000. They include retired college teachers and specialists in training for entrances. The yearlong course costs Rs 25,000.

Says Mutholi panchayat president Rajan Mundamattam, "The stay of around 4,000 students has created a wide range of job openings for women, from catering to housekeeping." Every family in the region is in the job chain. In many houses, women and their daughters work as wardens in the small hostels attached to their property.

Hindu ND 29/08/2012

P-5

Socio-economic status of Indian, Chinese students going abroad differs, says study

Aarti Dhar

NEW DELHI: Financial resources of prospective students are one of the major driving forces of outward mobility from China and India though the U.S.-bound student populations of the two largest Asian countries appear to differ significantly by socio-economic background.

A study shows that while 60 per cent of Chinese students had adequate financial resources to afford overseas education, the percentage of Indian respondents was only 27.

"The higher socio-economic status of Chinese applicants is also manifested in their previous overseas exposure: one out of four Chinese applying to schools in the U.S had lived, studied or worked abroad prior to their application. By contrast, only one out of 10 Indian respondents had previously spent time overseas. Patterns of employment status and financial independence of parents were also different between Chinese and Indian respondents," the survey titled 'Not all International Students are the Same: understanding segments, mapping behaviour,' brought

out by education portal World Education Services said. Besides maintaining a relevant and interactive social media presence, higher educational institutions need to find the most appropriate platforms for reaching out to target student segments.

The survey found that only 22 per cent of Chinese social media users log in to U.S.-based social media platforms (Facebook and Twitter) on a daily or weekly basis, against 88 per cent of Indian students.

At the same time, 80 per cent of Chinese social media users check their accounts on Chinese platforms on a daily or weekly basis, while only 24 per cent of Indian respondents do so.

Online survey

The report presents insights from an online survey of nearly 1,600 prospective students from 115 countries. The study design was to ascertain how U.S.-bound international students differ in terms of their academic preparedness and financial resources and what information do international applicants need when researching colleges and uni-

versities as also what channels they use to get the information they need, among other things.

With more than 7,00,000 Chinese and Indian students enrolled in higher education institutions abroad, one in three of every globally mobile student is from these two countries.

China surpassed India as the leading source country for the U.S. in 2009-2010, while witnessing massive growth at the undergraduate level. India is projected to experience similar patterns from 2015 onwards.

Differences in socio-economic status between Chinese and Indian applicants result in different priorities regarding information needs: Obtaining information about tuition and living costs, as well as financial aid opportunities was very important for respondents from India with 46 per cent selecting "tuition and living costs" and 38 per cent selecting "financial aid opportunity" among their top three information needs.

Financial issues are clearly not as important for respondents from China as only 22 per cent ranking information on tuition and availability of

financial needs.

Attending a U.S. college or university is seen by both Chinese and Indian applicants as an investment for future high-paying jobs. This is reflected in their interest in information about career prospects after graduation - about half of Chinese (55 per cent) and Indian (46 per cent) respondents selected career prospects among their top information needs.

"If American higher education institutions wish to maximise the effectiveness of their outreach to applicants from China or India, they should highlight the aspects of their programs that enhance their graduates career prospects," the report recommends.

Information on programme content and course offerings also ranked highly among the top three information needs of both Chinese and Indian respondents (46 and 45 per cent respectively).

Higher educational institutional appeal to applicants from these countries by highlighting unique course offerings and making information on programme content more pertinent on website, the report suggests.

Mint ND 29/08/2012

p-8

Govt amends Central Universities Act

New Delhi: The government on Tuesday cleared a proposal to bring an amendment to the Central Universities Act for enabling setting up of two central varsities in Bihar. The cabinet approved amending the Act after the human resource development ministry took a decision to set up a central university in Motihari in addition to the one already proposed in Gaya.

This is only the second exception made by the government for setting up two central universities in a particular state, the first being Jammu and Kashmir. The Act has a provision for setting two central universities in Jammu and Kashmir as a special case. The government's decision for setting up a central university in Motihari had put an end a prolonged slugfest over the issue. **PTI**

Times of India ND 29/08/2012

P-5

Edu minister joins DUTA protest

TIMES NEWS NETWORK

New Delhi: The DU Teachers' Association went ahead with their daylong demonstration and 24-hour hunger strike on Tuesday despite the university administration's 'no work no pay' threat. However, the classes remained unaffected as most teachers turned up for duty too.

Meanwhile, the agitation received a boost when Delhi education minister Kiran Wallia joined the protest at around 1pm and criticized the DU administration for its "indifference". While the demonstration came to an end on Tuesday, over 50 teachers continued the 24-hour hunger strike, which will end at 9 am on Wednesday.

Despite the rough weather



DUTA members protest outside the VC's office on Tuesday

DUTA members turned up for the protest in front of the Vice Regal Lodge, where the Delhi University Colleges and Karamcharis Union (DUCKU) has already been demonstrating. DUTA executive member Abha D Habib said that classes in many colleges were affected

and the colleges managed with ad-hoc teachers. "It has been a successful strike and majority of the permanent teachers joined the strike," she said.

But DU administration as well as sources from different colleges said that classes remained unaffected. "Attend-

ance among students and teachers were normal. It is unfortunate that DUTA is calling for disruption of academic activities, while the administration is working overtime to resolve most of the issues. Regarding the filling up of the 4,000-odd teaching positions, we are in talks with the UGC and is in the final stage and very soon recruitments will start," said the dean of colleges, Sudheesh Pachauri.

The highlight of the protest remains the presence of the newly appointed education minister and a one-time DUTA activist, Wallia. But the DU officials questioned her presence. "She is a minister and by addressing the striking teachers and disrupting classes she is sending a wrong signal," said an official.