





The Hindu, Chennai  
February 28, 2011

# Happy times for IT sector

Training institutes are bustling with activity as students are flocking to them to update skills.

YOGENDRA KALAVALAPALLI

That the Information Technology (IT) and Business Process Outsourcing (BPO) sectors are on a roll is no longer news. They indeed are booming and with them the job market. Thanks to the burgeoning demand for skilled human resources, allied sectors, most notably the IT education provider market, are on an upswing.

Students, fresh graduates and IT employees keen on upgrading their skills at the numerous computer training institutes across the capital are flocking to the classrooms.

The IT education market has grown by three per cent to reach Rs.4,983 crore in financial 2009-10, says G. Raghavan, president - Individual Learning Solutions, NIIT, one of the leading IT education providers. NIIT has led the sector with a 24 per cent market share in the same period.

Following a brief lull during the height of economic recession around the globe, the institutes are back to doing brisk business.

Over the last couple of months, many institutes are once again bustling with activity.

## The favourites

Java, being one of the most popular object-oriented languages ever

built, enjoys huge demand from the industry (and hence the students), as does Microsoft .Net that allows developers to make intelligent applications with interoperability across platforms in a limited timeframe. Microsoft Sharepoint is another very popular course in the market right now.

The various IT education institutes are offering a motley of courses - Apache Struts, one of the best third party Java frameworks in the market, Hibernate (a persistent framework in which Java programme can sleep, in layman terms), Spring (part of J2EE to implement Model View Controller architecture), Ajax (used in most major websites for dynamic updating of pages), Essbase (Extended spreadsheet database), Datastage and Abinitio.

If you want to work on the cutting-edge technologies currently in the market, go for iPhone Apps, Google Android, Oracle Apps and Customer Relationship Management (CRM, a strategy for managing a company's interactions with customers, clients and sales prospects) that are driving the market.

## Bridging the gap

These courses along with open source technologies such as Drupal (a content management system) and



**BOOM TIME:** With the software industry looking up, various computer training institutes are going all out to woo students and professionals to hone their computing skills.

PHOTO: M. SUBHASH

Liferay (enterprise portal) are currently considered niche in the IT job market, according to Srinivas Patnaik, Managing Director, Aspire Info Labs, an IT finishing school that trains associates on technologies specifically required by companies, makes them IT-ready and deploys them in the industry. "There is always a demand-supply [gap] for the niche courses right now," he says, "We are trying to bridge this gap but the demand is always there."

Within the IT training market, individual training segment recorded a

turnover of Rs. 1,370 crore; e-Learning grew four per cent with Rs.1,721 crore in the year; and corporate training grew by five per cent to reach Rs.1,892 crore, adds Mr. Raghavan.

Although the business has not reached pre-recession levels, it has definitely picked up by at least 50 per cent, says K. Hari Prasad Rao, managing director, Sun Mars.

Some of the courses in demand he identifies are Unix Administration technologies like Sun Solaris, HP-Unix, IBM-AIX, and database ad-

ministration courses like Oracle 11g and Resource Allocation Clusters (RAC). While recommending these courses for engineering and MCA graduates, he suggests networking and Windows administration courses for other degree holders.

"Some of the tools have always been there. But they are getting better and better," says Puran B. Kalapala, an IIT graduate who has trained students at an IT finishing school that grooms students for IT industry. "These are being used on a larger scale in a better framework."



Asian Age, Mumbai  
February 28, 2011

# Corporate technical education to fuel growth

meanwhile P. Rajendran

**THE RECENTLY-ANNOUNCED** move for corporatisation of technical education is a welcome step to fill up the shortfall expected in trained manpower to enable India achieve the desired sustainable rate of growth of eight to nine per cent. The government will now allow the corporate sector to start AICTE-approved courses in separate companies set up as not-for-profit entities. As of now, only trusts can establish technical institutes. This move clearly falls in line with government's vision of a formidable target of 21 per cent gross enrolment ratio in higher education by 2017, that is, a jump of almost 100 per cent. The human resources development ministry has taken up the challenging task of transforming the education sector through various reforms with a clear vision of expansion, inclusion and quality.

Over the years, real public sector spending on higher education has been declining, and the private sector already accounts for 40 per cent of this segment. The government's main focus is on increasing the spread of elementary and secondary education, and rightly so. In such a scenario, the private sector — increasingly the beneficiaries of the output of tertiary education institutions — will now be required to play an even bigger role in higher education.

India has one of the largest higher education systems in the world. We have over 400

**The government will now allow the corporate sector to start AICTE-approved courses in separate companies set up as not-for-profit entities. As of now, only trusts can establish technical institutes.**

universities, 22,000 colleges and over 1,200 engineering institutions. As of now, nearly 10 million children are engaged in pursuing higher education, but this translates into a gross enrolment ratio of just over 12 per cent. This is woefully below the same ratio in developed countries (over 50 per cent) and the global standard average (23 per cent).

To meet the 21 per cent gross enrolment ratio, we need many more institutes than we have at present, which can now be filled in by the private sector; and these could even be set up in the public-private partnership and build-operate-transfer models.

The National Knowledge Commission and the Yash Pal Committee have estimated that the country requires at least 1,000 more universities and 10,000 more colleges.

The numbers will increase; simultaneously, the quality of the institutes also needs to be benchmarked and contin-

uously improved, which would include attracting and training of high-calibre teachers. Accreditation standards need to be set, more bridge courses are required and technology needs to be deployed in a much more meaningful manner.

Today's challenges of quality in Indian higher education are inability to attract a sufficiently large number of talented youth to teach and do research, separation of education from research, inadequate financing and administrative weaknesses and wasteful expenditure.

India's rapid economic growth in the past two decades can be largely attributed to investments made in education in the previous 50 years.

But a lot of ground still needs to be covered and can be gauged by the fact that on the Human Development Index, as per the 2010 report of the United Nations Development Programme, India ranks 119 out of a total of 169 countries. It falls in the category of medium human development, much below China, which ranks 83, and below even countries like Guatemala (116), Kyrgyzstan (109) and Honduras (106). While the number of institutes is growing, there is no commensurate rise in the availability of teachers. With its inability to attract even the top one per cent of each year's class into Ph.D. programmes, the quality of instruction and scholarship in Indian higher education is often seen as set



for decline.

The new regulations will also facilitate the spread of technical education in under-represented areas.

In the current scenario, only 5.7 per cent people in rural areas study beyond secondary level and only 17 per cent people in urban areas do so. The country's higher education market is valued at around \$20 billion, and another \$20 billion investment is required in the

next 10 to 12 years!

A forthcoming CH white paper, "Discovering New Models of Increasing Private Participation in Higher Education", will address issues like quantification of investments required in higher education in the short, medium and long term. Identification of sources of funds, the level of private participation required, and will also look at examples from other

countries that have a high level of private investment in education. Some other issues which need to be addressed by the government are to look at existing modes of funding in higher education, leveraging existing investment vehicles like infrastructure bonds and other funding agencies like the World Bank and Asian Development Bank, implementation and monitoring of investments, leveraging

technology to ameliorate the problem, new fields and disciplines of education that need to be addressed. But the first step has definitely been taken, and this will lead to more seats in engineering and management streams, and help bridge the rural-urban divide.

P. Rajendran is co-chairman of CH's education council and chief operating officer of NIIT Ltd



The Times of India, Lucknow  
February 19, 2011

## Job Fair draws heavy footfall



Youths turned up in numbers on the first day of Job Fair on Friday

TIMES NEWS NETWORK

**Lucknow:** Thousands of students and job seekers thronged the job fair that kicked off on the premises of College of Engineering Science and Technology (CEST) on Friday in the city. Aman, a student who had come to visit the fair with his friends, said, "The biggest requirement of people today is a decent job."

The job fair, which will conclude on Saturday, is being organised by Surya Group of Institutions in association with the Times Ascent.

Over 3,000 people visited the fair on the first day.

What drew candidates to the fair in huge numbers was the participation of around 20 prominent companies including Airtel, Reliance, Wipro, Aegis, HCL, Genpact, LIC and Muthoot Finance etc.

Ritika, who was accompanied by his father, said, "I am hopeful of finding a good op-

portunity at the fair."

Candidates from neighbouring cities and states (like Bihar, Chhattisgarh and MP) also attended the fair.

The fair provided students and job seekers with an opportunity to apply and interact with the companies.

Long queues of candidates were seen outside the stalls of Veedol, CMC Limited, NIIT, Airtel and Logicon Automation.

There were online registrations for the fair and no on-the-spot registration was allowed.

More than 12,000 people had registered themselves. The maximum response came from candidates having PG degrees and BTech.

The fair which started at 10 am was to get over by 6 pm. However, seeing the footfalls, the organisers expected the activity to go on till late in the evening.

Besides, they expect an equally good response from candidates on the second day of the job fair.

Tribune, Haryana  
March 8, 2011

## HPCL provides computer training to poor kids

TRIBUNE NEWS SERVICE

PANIPAT, MARCH 7

Hindustan Petroleum Corporation Limited (HPCL) has organised free computer training programme for underprivileged children as part of its corporate social responsibilities.

The project, named "UNNATI", was launched at Government High School, Canal Camp, here, with the help of NIIT in September last year.

The project was concluded recently and certificates were issued by HPCL and NIIT to 300 students on the successful completion of their basic training. HPCL donated seven desktop computers to the school to enhance their knowledge.

Addressing the students, Sanjay Kaushik, senior regional manager, retail, HPCL, encouraged the students to use this education in their life and make a

strong foundation for themselves.

On this occasion, AP Saluja, manager, and Rajesh Sachdeva from HPCL Panipat, Ashim Tuli, regional institutional alliances head of NIIT, and Gulab Huda, block education officer, were also present.

Similar programmes were conducted in another 15 schools in 13 major towns of the country covering around 4,000 children of government and municipal schools.

In the last two years, around 7,000 needy children were imparted similar training by HPCL with the help of NIIT.

Besides, HPCL has also undertaken several other schemes for skill development of youths, healthcare of children, girl child education and rehabilitation of underprivileged children under its CSR activities this year, Saluja said.



Business Standard, Pune  
March 23, 2011

## Skilled manpower requirement at 500K in 5 years: CII Guj

BS REPORTER  
Ahmedabad, 22 March

At a time when Gujarat is eyeing a 15 per cent growth rate, the skilled manpower requirement in next five years has been pegged at 500,000. Speaking at the Confederation of Indian Industry (CII) Gujarat Annual Day Conference on 'Gujarat: Vocational Education & Training and Skill Development - The Livelihood', Maheshwar Sahu, principal secretary, Industry and Mines, Government of Gujarat emphasised on skill development.

"Over 1.8 million people employed in the industry and growth is expected at three per cent per annum. Our industry shall require 500,000 skilled manpower in the next five years. A mechanism has been put on a sound footing by setting up of the various skill up gradation centres in partnership with the industry so that we can fulfill the industry requirements. About 123 centers have already been sanctioned which will cater to the skilled manpower need of the industry," Sahu added.

The conference also focused on augmentation of infrastructure and strategies for honing human capital.

"We are confident that India would be able to achieve 10 per cent growth and Gujarat 15 per

cent growth. But the real challenge would be sustaining this growth rate which needs to work out a growth model depending on the continuity of the progressive policy and augmentation of the infrastructure as well as the strategies for honing the human capital. Services are the largest contributors to the national GDP but still the manufacturing sector is still the largest employer of manpower," said Yatindra Sharma, immediate past president, CII Gu-

jarat. Other speakers at the conference included CV Som, chief executive officer, Gujarat Knowledge Society, Dilip Chenoy, managing director and chief executive officer, National Skill Development Corporation, Raj David, chief operating officer - skill development, IL&FS Cluster Development Initiative Ltd, L Balasubramanium, president - school learning solutions, NIIT Ltd and Jeffrey Tyler, general manager,

Courtyard by Marriott.

Meanwhile, Rajeev Sharma, Associate Professor, Ravi J Mathai Centre for Education Innovation, Indian Institute of Management, Ahmedabad (IIM-A) talked about livelihood mapping and studying the employability potential by doing surveys for the industry requirements for the employment.

"There is a strong need of the Institute Industry partnership for providing need based employment," Sharma added.

Business Standard, Kolkata, Mumbai  
March 14, 2011

### NIIT ties up with ministry of agriculture

The department of animal husbandry, dairying and fisheries of the Union agriculture ministry has appointed NIIT as its training delivery partner. According to the mandate, NIIT will provide specialised information technology (IT) training to the users of national animal disease reporting system (NADRS). The objective of the training programme is to equip users of NADRS with basic computer knowledge which can help them manage their work more efficiently. The training programme will be offered across the country and will facilitate the users of NADRS to stay updated with IT knowledge. In the first phase NIIT is expected to train approximately 7700 users over 15 days.

BS REPORTER

### Indian Express, Hyderabad March 14, 2011

CHENNAI | NIIT  
Ties up with farm ministry

NIIT, Asia's largest IT trainer, has been appointed as the training delivery partner by Department of Animal Husbandry, Dairying and Fisheries, Ministry of Agriculture, to offer specialized IT training programme to the users of National Animal Disease Reporting System (NADRS). The training programme was unveiled by M Moni, Deputy Director General, National Informatics Centre, in the presence of TPS Arora, General Manager, NIIT Ltd, PK Suri, Sr Tech Director, NADRS, Naveen Kumar, Technical Director, National Project Head, NADRS, Anil Mittal, PSA, attended the programme.



## Hindu Business Line, Mumbai March 21, 2011

NIIT

# Programmed for success

Deal wins from private schools for driving computer-led education and increased traction in corporate training suggest improving realisations for NIIT.

BUY



**K.Venkatasubramanian**

Investors with a two-year horizon can consider taking exposure to the stock of NIIT, a training solutions provider — to students of colleges and schools, working employees and corporates — given the robust expansion in demand in its offerings.

With the IT sector and even the banking industry back to hiring mode, the interest in enrolling for training programmes has increased substantially. Continuing deal wins from private schools for driving computer-led education, and increased traction in corporate training suggest improving volumes and realisations for NIIT over the next couple of years.

At Rs 47.2, the share trades at nine times its likely FY-12 per share earnings, which is lower than all education and training companies in the listed space. The valuation includes the 25 per cent stake that NIIT has in NIIT Technologies, with an assumed 20 per cent holding company discount.

Over a three-year timeframe, the company has seen its revenues increase at a compounded annual rate of 14.7 per cent to Rs 1,199.4 crore in FY-10, while operating profits grew at 26.6 per cent to Rs 156.9 crore.

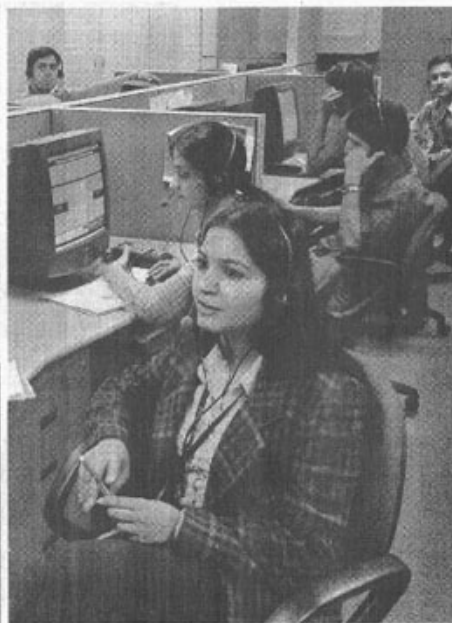
For the first nine months of this fiscal, NIIT has managed to grow its system-wide revenues (including hardware sales) by 5 per cent to Rs 1390.4 crore, while net profits were enhanced by 19 per cent to Rs 54.4 crore.

### WHY BUY

- Robust demand for trained personnel
- IT and Banking on recruitment mode
- Rapid volume expansion in corporate training
- Healthy Geographic-mix



**Mr Rajendra S. Pawar**, President... Imparting the right lessons.



### DIVERSIFIED OFFERINGS

The company has a desirable geographic mix of growth and mature markets. NIIT derives 51 per cent of system-wide revenues from India, 31 per cent from the US and Europe and 18 per cent from the rest of world, that includes China where it is an early mover.

Individual IT training (53 per cent of revenues), corporate training (35 per cent) and schools (9 per cent) are its key segments of operations.

The Indian economy has continued on its growth path after emerging from the financial crisis.

Crucially, IT companies are now witnessing robust increase in demand for their services. Client spending in key segments such as BFSI and geographies in North America has witnessed a significant revival, with discretionary spends and large-deals back in vogue.

IT companies have indicated a robust hiring environment with the top five alone indicating that about 1.5 lakh personnel would be recruited over the next 12-18 months.

This works to the advantage of companies such as NIIT, with enrolment soaring for its individual training programmes. This segment has seen revenues grow by over 12 per cent over the last one year and has witnessed increase in margins. Placements from its own institutes are up 24 per cent for the nine months of this fiscal.

Its core "edge-neers" programme, catering to engineers, is witnessing a 34 per cent spike in enrolments. This was in single-digits during the slow-down. The company, earlier in the year, announced a price hike for its GNIIT programme, whose gains would be reflected more in the next couple of fiscals.

Even in areas such as SAP, enrolments are up in keeping with the up-trend in discretionary spending witnessed by IT companies. In its 99-day diploma course that is job-oriented, enrolments are up nearly 46 per cent.

Corporate training is another important area for the company where volumes are up 13 per cent, again from low single-digits, on the back of growth in training outsourcing and on-line learning products. This division's operating profits were up 37 per cent compared to the previous year.

The company is looking at recurring revenues and has been able to forge multi-year, multi-geography relationships.

On the whole NIIT's operating margins have improved to 13 per cent this fiscal. With stable pricing, currency appreciation may be the only key risk to realisations.

NIIT has an order-book of \$92.5 million (about Rs 420 crore) in the corporate training segment, as of December 2010, of which is 58 per cent is executable over the next 12 months.

This gives a fair degree of revenue visibility.

### CLIENT FOCUS

School-learning solutions, largely a domestic play, have consciously been allowed to take a backseat as the company focuses on more lucrative opportunities. NIIT is looking at focussing on deals that involve substantial software services component rather than concentrating on hardware-intensive ones.

Revenues in this segment are down 34 per cent for the first nine months of this fiscal to Rs 110.8 crore for the company.

But NIIT has added many private schools, taking the total of such schools to 385 currently, much higher than in FY10. Non-governmental schools that fit in more with the company's margin-expansion strategy, now contribute 38 per cent of revenues and have grown 28 per cent over the previous fiscal.

The company has a pending order book of Rs 442.3 crore in the school learning segment, suggesting continued interest from client schools and allowing for annuity-based revenues.

NIIT also has a new segment where training is imparted to students for career in BPOs and financial services (specifically banks). While 10 new BFSI clients have been added to take the count to 35, enrolments for its banking courses are up 57 per cent.



The Times of India, New Delhi  
March 27, 2011

India's growing economic clout has prompted foreign donors to say

# CHARITY BEGINS AT HOME

Nandita Sengupta | TW

Warren Buffett's visit to India to tap Indians' philanthropic interests' is in tandem with India slipping off the map of needy nations. To help its 410 million poor people, the world now expects India to dig into its own pockets, not least its lengthening list of dollar-millionaires. At last count, there were 125,000.

The message is clear and for the year ahead it's loud. Top overseas donor agencies have slashed their India budgets for 2011.

Oxfam India reports a "severe funding crisis". It has only a third of the money it would normally expect for a whole year. World Vision India — believed to be the largest recipient of private foreign aid — estimates donations will be at least 30% less than last year. The Netherlands-headquartered Hivos faces a 40% slash in its India budget.

"We're in a bind, we'll have to stop funding 50 NGOs. We're looking at layoffs," says Nisha Agrawal, CEO of Oxfam India. "Funding from our main fund source, the Dutch government, has come down from Euro 4.4 mn in 2010 to Euro 2.7 mn in 2011," says Jamuna Ramakrishna of Hivos India.

"Our growth projections have taken a beating. This year, we're being cautious. We don't want to project especially because we're expecting at least a 30% reduction over last year," says Anand Joshua, marketing head of World Vision India.

Why is this happening? Almost everyone is agreed the India growth story is responsible. "India is no longer a priority area for aid to come in especially when you see the growing middle class," says Amita Puri of Charities Aid Foundation. Ramakrishna of Hivos admits the global recession is playing a part but more so "the image of a prosperous India." Unsurprisingly, the world now expects that "economic growth does and should result in more internal capacity to address poverty," says Ramakrishna.

The message — Indian charity should be paid for by Indians here.

Agrawal agrees that the Indian establishment has only itself to blame. "The government doesn't want the story of India's 410 mn poor out there. The India Shining story has been sold too well," says Agrawal.

Joshua adds: "We have all the good reports, the good news about India's prosperity, resulting in the flow from foreign countries being affected." Foreign donors would now prefer to help a child in Africa rather than India, he adds.

Puri says advocacy work, building awareness about constitutional and human rights and rehabilitation will be bad-



**GIFT OF GIVING** We have all the good reports, the good news about India's prosperity, resulting in the flow from foreign countries being affected. Foreign donors would now prefer to help a child in Africa rather than India

Anand Joshua | WORLD VISION INDIA

ly hit. This is work that is hard to measure and even harder to fund-raise for.

Overseas perceptions of a newly prosperous India have meant that "the UK government doesn't want to fund India, a middle income country, but wants to engage with it for trade and goods," says Agrawal. DFID, the British government's funding agency, has frozen aid to India at £280 million. That's less than the 2009-10 spend of £295 million. At the start of this month,

DFID's website announced that "with aid to India frozen (but not cut), Ethiopia looks set to become DFID's largest aid recipient (£331million per year)."

Will India's new millionaires fill the gap? NGOs say it seems unlikely right away. Indian millionaires are now estimated to be worth \$ 440 billion but their engagement with NGOs is limited. "India's giving is still less than 1% of its GDP," points out Puri.

In any case, Indian "giving" generally doesn't take the NGO route. Many of India's richest people set up their own foundations and many of these do not focus on charity. The NIIT Foundation is a good example. It runs a recently started not-for-profit university that charges nominal fees. An NIIT spokesperson says the idea is not necessarily full-scale philanthropy but "providing employability training via a self-sustaining model."

When it comes to full-on charity, India's rich list mostly routes money through its own foundations. With a corpus of Rs 200 cr, Airtel's Bharti Founda-

tion started its 'flagship scheme' in 2006. Today, it runs 242 primary schools across north India, West Bengal and Kerala. The Foundation's work is now attracting other donors. A representative details that "Google has recently donated \$ 5 mn. Further, other businesspersons have opted to 'adopt a school.' So we have partnerships." The Foundation has a CEO, employs 1200 teachers, runs its own Satyabharti schools and some government schools with part state funds.

So who will do the giving, if not charitable foreigners? NGOs admit it will be a scramble for money. Agrawal says "only the government can (fill the gap)." But she adds wryly that "the government may value our work, it does not fund it."

This is a conundrum. The Indian government pays 90% of the total funds NGOs receive. Government-funded NGOs implement government's schemes. A mere 10% comes from corporate houses. Agrawal says the Tatas are the rare exception among the richest, other "corporate houses don't really fund NGOs."

What can the resource-hungry NGO sector do? Perhaps it could tap the corporate social responsibility (CSR) model, which is still evolving here in India and being pushed by the government? Yes, but there is a problem.

Business leaders have expressed severe doubts about making CSR mandatory. Further, steel giant SAIL was embarrassingly revealed recently to have flown government ministers around using money meant for medicines for the poor. Agrawal says the killer problem may be motivation: "There's moral pressure, no legal pressure." Finally, though, it is NGOs themselves who must be blamed for Indians' disinterest in paying for their work. Some are said to be notoriously inefficient and unaccountable, giving the sector a "bad name."

Recently, a Delhi-based NGO that counsels victims of trafficking, was struck off the list of a Washington organization that helps fund such work. The head of that Delhi NGO says he knows why — after counseling, there's little effort by any other NGO or the State to compute results, follow up and rehabilitate. "India has been able to show little improvement in rescue or rehabilitation of trafficked victims. But we have to continue our work so the funds crunch hits us badly."

Soumitro Ghosh of Chennai-based CSO Partners, which does capacity-building for NGO transparency says NGOs have to build "sustainable models and get their finances in order." Till then, agencies like World Vision say they can only hope — and tap charitable India's hidden soft spot.

Right now Indians provide 15% of World Vision's funds. "We're looking at about Rs 30 crore from within India this year," says Joshua.

On a wing and a prayer.



Impact National  
March 27, 2011

SPOTLIGHT

# GOING PUBLIC WITH RELATIONS

*Issues facing the Indian PR industry were on the table at the India PR and Corporate Communications Conference and Awards*

exchange4media News Service



**Brands have to stand for something bigger than their transactional value**  
- Michael J Berland

The public relations and corporate communication industry got together to deliberate on communicating in a "new normal world" at the second exchange4Media India PR and Corporate Communications Conference, held in Delhi on March 16, 2011.

The conference was presented by Ad Factors Public Relations. CVB News Service was the co-sponsor. Eikona was the measurement partner, while ISB&M School of Communication was the academic partner. Insights were provided by Penn Schoen Berland.

In his welcome address, Anurag Batra, Chairman and Editor-in-Chief, exchange4media Group, announced that the annual conference would be held in February every year from 2012 onwards. He also called for an industry-wide consensus and the need to form a framework to tackle issues facing the PR industry today.

Delivering the keynote address, Michael J Berland, President, Penn Schoen Berland, highlighted the evolution of brand purpose and said, "Brands have to stand for something bigger than their transactional value." The foundations of this evolution are based around transparency, responsibility and communication, and Berland said, "Try and withhold or spin communication and you'll just hurt your client."

Making a special presentation on 'What's Changing in Our World?', Ashwini Singla, MD and Chief Executive, South Asia, Penn Schoen Berland, remarked, "There is a move from coverage to impact, from old media to new media and from local to global." He further said, "There is no science, and just counting media coverage is not enough. We have to break the cycle to create value, and

bring in an empirical attitude to PR, so that predictability can be brought into the ecosystem."

The day-long conference saw eminent panelists debate wide-ranging topics such as 'Going social: The new reputation management mantra', 'Fortune at the bottom of the pyramid: Connecting with Bharat', 'Is it time to give lobbying an industry status?', 'Dealing with angry public: What and how in the new normal world', 'RoI or value: Measuring success in the new normal world', and 'The independent firm: Is it an endangered species?'

## IPRCCA 2011

The conference was followed by the inaugural India PR and Corporate Communication Awards (IPRCCA) 2011. The awards were given in 23 categories, and were presented by CVB News Service, while Ad Factors PR was the co-sponsor. Eikona was the measurement partner, while insights were provided by Penn Schoen Berland. Academic partner was ISB&M School of Communication.

Industry veteran Dr Pragya Ram was conferred the Hall of Fame Lifetime Achievement Award. Sunil Gautam of Hanmer MSL was declared PR Professional of the Year. The Corporate Communication Professional of the Year Award went to Roma Balwani of Mahindra.

Blue Lotus PR was adjudged PR Agency of the Year. In a bid to encourage young talent in this field, the Young Achievers Award has been instituted and the inaugural award went to Mamta Kalra Juneja of Emami Group.

Along with the winners there were Honorary Mentions in each award category.

Cont. on page 50





## Impact National March 27, 2011

**SPOTLIGHT**



*Cont. from page 48*

### Roll of honour

*The complete list of the award winners:*

- Hall of Fame Lifetime Achievement Award – **Dr Pragnya Ram**
- PR Professional of the Year – **Sunil Gautam**, Hammer MSL
- Corporate Communication Professional of the Year:  
Winner: **Roma Balwani**, Senior Vice President & Head Corporate Communications, Mahindra & Mahindra  
Honorary Mention: Abhijit Sarkar, Head - Corporate Communications, Sahara India Pariwar
- PR Agency of the Year – Blue Lotus PR
- Young Achievers Award – Mamta Kalra Juneja, Emami Group
- Best Use of Public Relations by Private Sector Entity – Corporate:  
Winner: **Sobha Developers**  
Honorary Mention: Loginworks Softwares – Promotion of TaskTrek, an internal communication solution
- Best Use of Public Relations by Private Sector Entity – Agency:  
Winner: **Hammer MSL – Campaign: Embassy of France (Bonjour India)**  
Honorary Mention: Corporate Voice Weber Shandwick – Smile Campaign (P&G)
- Best Use of Public Relations for a Social Cause – Corporate:  
Winner: **Coca-Cola – Partnership with UN Habitat for improved access to water and sanitation**  
Honorary Mention: Bharti – Satya Bharti School Programme
- Best Use of Public Relations for a Social Cause – Agency:  
Winner: **Corporate Voice Weber Shandwick – Save the Children, India**  
Honorary Mention: Communicators India – Empowering women through public relations programmes
- Best Use of Public Relations in the Financial Services Sector – Agency:  
Winner: **LinOpinion – Arcil Arms**  
Honorary Mention: IPAN Hill Knowlton – Max New York Life Insurance – Igenius
- Best Use of PR in the Entertainment, Sports and Lifestyle Sector – Corporate / Entity:  
Winner: **NIIT Ltd – Chess through NIIT's brand ambassador Vishwanathan Anand**  
Honorary Mention: Titan – Define the Brand Identity
- Best Use of PR in the Entertainment, Sports and Lifestyle Sector – Agency:  
Winner: **PR Pundit – Kingdom of Dreams**  
Honorary Mention: Percept PR – Sunburn Goa 2010; and Zebra PR – Rugby India
- Out-of-the-Box PR Idea:  
Winner: **Corporate Voice Weber Shandwick – Women Against Lazy Stubble**  
Honorary Mention: Sahara India Pariwar – Sahara Pune Warriors – Name and logo unveiling
- Best Use of Corporate Communications in an Organisation:  
Winner: **Kotak Mahindra Group**  
Honorary Mention: NTPC – Campaign of NTPC's internal communication strategy
- Best Use of Public Relations by Deploying Social Media:  
Winner: **Phonethics – Nissan Micra**  
Honorary Mention: Perfect Relations – TED India "The Brain Spa"
- Best Continuous PR Campaign (campaign lasting minimum 3 years):  
Winner: **Perfect Relations – Saffolalife Study**  
Honorary Mention: Hammer MSL India – ElectroMech Material Handling Systems Pvt Ltd
- Eikona Best Use of Media/Marketing/Consumer Data for PR Planning/Strategy:  
Winner: **Corporate Voice Weber Shandwick – Women Against Lazy Stubble**  
Honorary Mention: Airtel Mobitude – World's first mobile phone Trend Study



## The Times of India, Chandigarh March 28, 2011

Advertorial, Education Promotional Feature

# RIDING THE GREEN WAVE

WITH THE WORLD BECOMING MORE ENVIRONMENT-CONSCIOUS, CAMPUSES ARE NOT FAR BEHIND. TIRNA RAY REPORTS ON A FEW 'GREEN' INITIATIVES ACROSS INDIA

**G**reen campuses today are not mere visual treats. They are serious business. With a new breed of environment-conscious youngsters making choices, colleges and universities across the country are changing with the times.

Faculty members are trying to be in-synch with a world that wants to breathe easy. Take for instance the NIIT University campus in Neemrana. As you find your way to the entrance gate towering above, you can spot a tiny speck gradually moving towards you — Air Cmdr (ret'd) Kamal Singh, advisor, infrastructure services, NIIT.

As he gets off the cycle to catch his breath, one notices that the 100-acre campus sits in the lap of the Aravalli range. A 'walking' campus, most facilities here are located within a five-minute walking distance. Cycles are parked all around allowing students to pedal off to their respective classes and camels are used to ferry enthusiastic students, instead of roaring vehicles.

Singh further explains how earth air tunnels are being used in the university. "Each building on campus has two to four earth air tunnels, which are 100 metres long and four metres deep. Since the temperature at this level is constant, the air released through the tunnel gains temperature in the winters and loses temperature in the summers. This is the air that is distributed on campus."

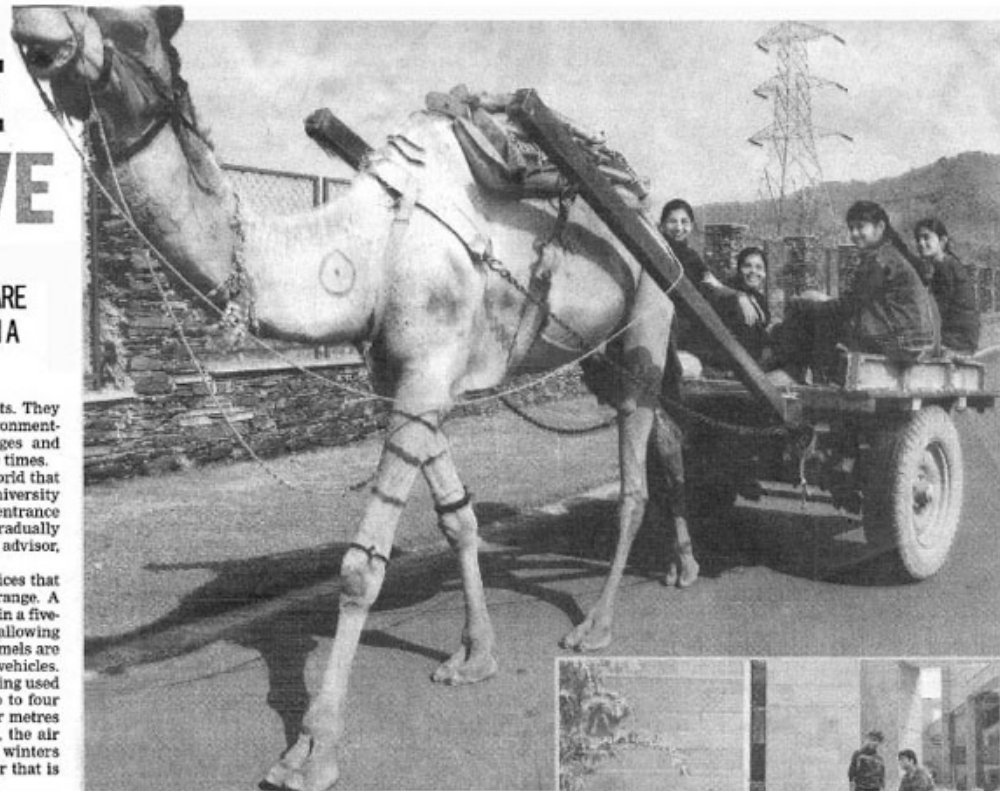
According to Bhavik R Bakshi, it is a matter of practising what you preach. The vice-chancellor and professor of energy and environment, TERI University, New Delhi, feels that students nowadays want to be part of an academic milieu, which is environment-conscious.

Located in south Delhi, the TERI University has several features of passive solar design, energy-efficiency and water and waste management systems. Bakshi informs that the university's cooling systems are integrated to achieve energy-efficiency.

While the new universities are taking an interest in building their 'green' image as seriously as their academic credibility, the older institutes are resorting to a range of innovations.

Rajendra Prasad, professor of life sciences, IIT-Delhi, points out, "Developing and maintaining the approximately 1,000-acre green belt has always been a challenge. It falls in the vicinity of the Aravalli range, which chronologically is three times older than the Himalayas. Consequently, there are problems when it comes to accessing the ground water. We have constructed a number of check-dams in recent years. This has substantially raised the water table."

While new universities are taking an interest in building their 'green' image as seriously as their academic credibility, older institutes are resorting to innovations



**BUMPY RIDE:** A 100-acre campus, NIIT University in Neemrana sits in the lap of the Aravalli range (top); TERI University campus (right)

### A FRESH WHIFF

Baba Ghulam Shah University (BGSBU) in Rajouri, J&K, has taken a lead in becoming a role model for the border pockets. The campus, located at the foothills of the Himalayan Pir Panjal range, is maintaining the Pir Panjal Biodiversity Park spread on an area of 5,200 Kanals. Just a decade ago, the entire land was barren, says Ravinder Goel, director, centre for bio-diversity, BGSBU.

While Vellore Institute of Technology (VIT) is involved in a large-scale afforestation project, a Punjabi University Environment Society has been formed under the patronage of the vice-chancellor, Jaspal Singh, to make the campus 'polythene and smoke-free.' Meanwhile, Manipal University, Karnataka, has been broadly divided into water management, waste management, lung spaces and energy management. Col Badri Narayanan, director, general services, explains, "We require 42 lakh litres of water every day. The government supply ensures 9-10 lakh litres of water, while we get 14 lakh litres from our 21 borewells." The rest comes through recycling, he says.

MIT College, Pune, is trying to instill environmental awareness among its students. LK Kshirsagar, principal, says "We organise many environment related events like plantation drives and cycle rallies. Our students also participate in the Mulla River cleaning drive. In another initiative, the college has decided to give PUC certificates to students for their vehicles at minimal rates."



Beary's Institute of Technology, Mangalore, Karnataka, has been designed on the basis of the 'green concept.' Says Syed Mohamed Beary, chairman, Indian Green Buildings Council (IGBC), Karnataka Chapter, "We do not use artificial lights during the day." Besides, the institute has used locally available materials like laterite stone for its buildings. Parts of the campus were quarries and the excavated parts have been used to implement water recharge systems.

On the other hand, the buildings of the Great Lakes Institute of Management, located in Manamalai near Mamallapuram, are designed in such a way that the wind corridors can let the breeze inside. Says S Sriram, executive director, Great Lakes, "Also, the water treatment plant, built across the college and hostels, recycles the used water thereby reducing any kind of wastage."

(With inputs from Geetha Rao in Bangalore, Radhika Ramaswamy in Chennai, Nishant Kumar in Chandigarh and Veena Aruldass in Pune)



The Telegraph, Kolkata  
March 24, 2011

IT HARDWARE

As computers become a necessity for every business, companies across the board are hiring hardware and networking professionals. "Hardware has become a high growth domain and a lot of recruitment is happening in this space," says an NIIT spokesperson.

Many computer academies are now offering diploma courses in hardware and networking to both non-graduate and graduate students. "Pursuing a technical diploma in hardware is becoming an alternative to graduation. Here, an aptitude for handling computers plays a bigger role than academic skills," adds the NIIT spokesperson.

At NIIT, courses range from desktop support technician to specialisation in voice and security. "People who pursue these programmes can enter the high growth infrastructure management services (IMS) industry," says the spokesperson.

# HARDWIRED FOR SUCCESS

WITH ALMOST EVERY OFFICE OR BUSINESS USING COMPUTERS TODAY, HARDWARE AND NETWORKING PROFESSIONALS ARE IN GREAT DEMAND, SAYS VARUNA VERMA

adding that the courses range from 60 hours to three years. Students applying for any of these courses need to take an aptitude test.

The Indian Institute of Job Training (IIJT) follows a stricter selection criterion. "The preferable qualification for getting into the hardware and networking course is a de-

gree or diploma in computer science or telecommunication. However, non-engineering students whose fundamentals of computers are sound are also admitted," says Ashok Beddy, managing director, IIJT.

Prior to enrolling, a student needs to take an assessment test. "The results enable our counsellors to decide which

Afternoon Despatch & Courier,  
Mumbai  
April 20, 2011

FULL TIME B TECH PROGRAMS



NIIT University, a not-for-profit institution sponsored by NIIT invites applications for its four year full time BTech Programs in Computer Science, Engineering and Information and Communication Technology, Biotechnology and Electronics and Communication Engineering. Set up at Neemrana, the University is dedicated towards building careers and ensuring exceptional job opportunities to all its students. It has been developed as an institute of excellence to provide exceptional education based on the four core principles that make learning industry-linked, technology-based, research-driven and seamless.

For details contact:

The Admission Office, NIIT University, 8, Balaji Estate, Sudarshan Munjal Marg, Kalkaji, New Delhi - 110 019  
Toll Free No: 1800 200 1202  
Email: [brech@niituniversity.in](mailto:brech@niituniversity.in)  
Website: [www.niituniversity.in](http://www.niituniversity.in)

**IT HARDWARE**

**Where to study**

**APTECH**

- N-Power Certified Enterprise Systems Engineer - Remote Infrastructure Management
- N-Power Certified Enterprise Systems Engineer
- N-Power Certified Routing Professional
- N-Power Certified Systems Professional
- BSc in Hardware, Networking and Digital Communication

**Eligibility:** Plus Two to graduation in any stream.

**Course duration:** Six months to 36 months

**INDIAN INSTITUTE OF JOB TRAINING**

- Diploma in hardware and networking
- International

**certifications**

**Eligibility:** Preferably graduates in computer sciences. Non-engineering students with a good knowledge of computers are also admitted.

**Course duration:** One month to one and a half years

**NIIT**

- Short term modular course in Comp PIA A+
- NIIT Global Net+ - a diploma course in hardware and networking

**Eligibility:** Aptitude test and competence in English

**Course duration:** From 60 hours to three years

**ACCEL IT ACADEMY, CHENNAI**

- Diploma in Hardware & Network Engineering

**Eligibility:** Plus Two

**Course duration:** 450 hours

Commerce graduate-turned hardware techie Tushar Lohiya, who works as a system administrator at Navigator Software Pvt. Ltd. sees himself in a managerial position in five years.

course suits the student best," says Beddy. The diploma and international certification courses offered by IIJT vary in duration from one month to one and a half years.

Aptech, a company that offers many technical programmes, has divided its courses into three sections - career programmes and degree programmes - and admits students ranging from school pass outs to graduates from any stream.

"With multinational firms setting up base in India, remote infrastructure management (RIM) has become the new area of opportunity. Also, Microsoft Technologies are in high demand," says an Aptech spokesperson.

Job avenues are opening up in other areas as well. "Companies across IT majors, BPOs and small industries are hiring hardware professionals," says the NIIT spokesperson. "Leading players such as Goldman Sachs, HCL, Genpact, Sutherland, Wipro and India Infoline have hired our students," adds the Aptech spokesperson.

Entry-level salaries for hardware and networking professionals range from Rs 5,000 to Rs 25,000 a month.



**Business Standard, New Delhi**  
**April 26, 2011**

## Rajendra Pawar of NIIT to be next Nasscom chairman

PIYALI MANDAL  
New Delhi, 25 April

NIIT Ltd co-founder and chairman Rajendra S Pawar is set to become the new chairman of IT industry body National Association of Software and Services Companies (Nasscom) for the year 2011-12.

Pawar, who was also one of the founder members of Nasscom, will take charge from tomorrow. He was also the vice-chairman of Nasscom's executive council. He will replace Accenture's Harsh Manglik.

Known for his entrepreneurial skills, Pawar will take on the role as the country's IT sector is coming back on the growth track after being hit by global economic slowdown in 2008.



Rajendra S Pawar

Nasscom is expected to announce Pawar's appointment tomorrow after its executive council meeting.

Pawar (60) has pioneered computer education market in India, when he co-founded NIIT in 1981.

The NIIT Group now encompasses two businesses — NIIT Technologies Ltd, the software and services arm, and NIIT Ltd, the leading Global Talent Development Corporation.

He led NIIT's foray into the software and services market, creating NIIT Technologies, a global IT solutions organisation.

Besides NIIT, Pawar is a member of Prime Minister's National Council on Skill Development, a council chaired by prime minister. He is a member of the Planning Commission's Task Force on Skill Development.

He did his schooling from the Scindia School, Gwalior and graduated from IIT, Delhi in 1972 where he pursued B Tech programme in electrical engineering.

**The Times of India, New Delhi**  
**April 28, 2011**

## NIIT founder new Nasscom chairman

TIMES NEWS NETWORK

**New Delhi:** Nasscom has appointed NIIT founder Rajendra S Pawar as chairman and N Chandrasekaran, the CEO and managing director of TCS, as its vice-chairman for 2011-12.



Rajendra Pawar

Pawar succeeds Accenture's Harsh Manglik as the software industry body's chairman. While talking to TOI, Pawar identified three main segments for making the IT industry growth sustainable. He said that the industry body will work to improve the competitiveness of small and medium enterprises so that they can compete in the global market.

"In the last two years, SMEs have grown very fast. Now, efforts have to be made to broaden and deepen the competitiveness among them," said Pawar. According to vision 2020, India's IT software exports would touch \$175 billion from the current level of \$60 billion.

Secondly, he said, Nasscom will work towards increasing IT adoption in India by engaging industry members and state and central governments.



## The Franchising World, National March 2011

# Established

EDUCATION & TRAINING | NIIT

## Nurturing talent in IT

**N**IIT is a leading global talent development corporation, building skilled manpower pool for global industry requirements. It offers learning solutions to individuals, enterprises and institutions across 40 countries.

By pioneering franchising in IT education in 1986, NIIT revolutionised the IT landscape in India. It ushered a wave of entrepreneurship in the country and created a strong network of business partners. It has over the years forged relationships with technology leaders, including

### Franchise facts

Sector: Talent Development  
Investment (in Rs): 18-70 lakh  
Area: 1,500-4,000 sq.ft  
Location: Pan India  
RoI: Depends from centre to centre  
Expected break even: 1-2 years  
Franchise units: 1,100  
Annual turnover (in Rs): 1,200 crore (2009-10)

**THE USP:** NIIT pioneered franchising in IT education and created a wave of local entrepreneurships across the country, converting hundreds of education partnerships into successful businesses.

**Shampi Venkatesh,**  
National Channel Head, NIIT Ltd

NIIT's focus will be on tier II and III cities where we can set up centres in 70-80 locations. Globally, NIIT is looking at Latin America, Africa and China for expansion. ”

Microsoft, Cisco, CompTIA, SAP, IBM, SAS, and EMC among others and has successfully offered the

courses in the franchise channel as well. NIIT has started its state-of-the-art Synchronous Learning Technology (SLT)-based delivery models at its centres.

### Growth & expansion

More than 50 per cent of its new centres in the last three years have been opened by company's existing Bps.





Silver Jubilee Year Edition

# DALAL STREET

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Dalal Street, March 2011

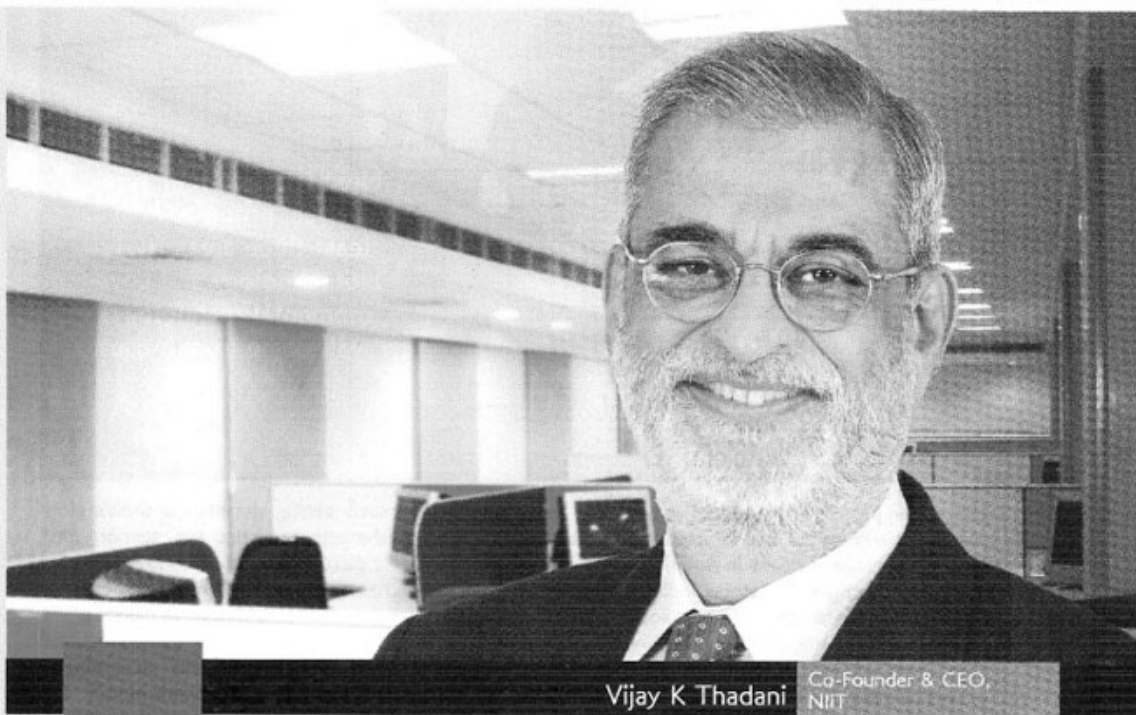
India : *Vision*



Crystal ball gazing is an activity fraught with uncertainty. The best of prognosis can go awry and many recent happenings have reinforced the fact that even the most convincing future forecasts can fall prey to the vicissitudes of time. To predict what will happen twenty-five years later is, therefore, a challenging task, to say the least.



Dalal Street, March 2011



Vijay K Thadani  
Co-Founder & CEO,  
NIIT

The late Dr CK Prahalad, the iconic professor at the University of Michigan and an influential thinker of our era and a guru of management strategy, was probably among the handful of thought leaders who actually undertook this brave journey into the faraway future. By outlining a vision for India@75, he set a direction and path that the country can follow to emerge as one of the key forces and drivers of the global economy by 2022.

I would like to use Prof. Prahalad's predictions about India in 2022 as a reference point, and add my own perspective on how corporate India, Indian society and the country's economy will shape up over the next 25 years.

Few people will disagree that India will, sooner than later, emerge as a global economic powerhouse. The aspirations, confidence, and energy of corporate India as well as Indians, especially the millennial Indians, reflect this emerging reality.

The IT and ITeS industry, of which NIIT too is

a part, is a case in point, and a symbol of India's ingenuity, focus, missionary zeal and gung-ho spirit. As a country that in many ways missed the industrial revolution, we have done well for ourselves by emerging as a star in the information age.

From being an industry recognised solely for its "low-cost" advantage, essentially contributed by labour arbitrage, the Indian IT and ITeS sector has moved up the value chain and is now being sought after for its ability to deliver high-quality services at scale with highest reliability. Indian companies are gaining visibility in the highest-end of the solutions spectrum, in areas such as consultancy, product design and IP creation.

India's IT and ITeS industry, which has firmly established us on the top of global tables, is just one of the beacons for all other sectors, proving to them that the global leadership is within our reach if we have the right mix of vision, conviction and commitment.

Tata's Nano and Chandrayaan, India's mission to the moon, are two great examples of this mix. To-





Dalal Street, March 2011



Next revolution in intellectual property in at least three areas (ICT, biotechnology and environmental technology) will come from India.

day, Indian professionals are not only making their mark in the IT sector but in academia as well. A large percentage of deans in American universities are of Indian origin. The global Indian professional is fast getting acknowledged and is sought after, the world over, and the belief is that there are many more from where these folks came from. Home-grown success stories, such as Apollo, Fortis, Escorts and Medi City, have also put the Indian medical professional on the forefront.

Examples such as the ebullient IT and ITeS sector, Nano and Chandrayaan, as well as the fast-growing health-care industry, where India is emerging as a hub for medical tourism, are simply the tip of the iceberg. The best, the chunk of it at least, is sure to become visible in the future. Corporate India will draw inspiration from these success stories and earn its share of the spotlight on the world stage over the next few decades. Young Indians will gain confidence not only from these corporate examples but also from the recent victories achieved by our sports stars in the global arena.

India's domestic market, a sleeping giant beginning to awaken, will be a huge draw for global industry leaders.

Apart from such shining instances of India's global accomplishments, statistics too support Prof. Prahalad's "India@75" vision. Countless studies and researches by industry analysts, pundits and market watchers are all pointing to India's growing influence, contribution and transformational role in worldwide economic activity. According to an updated PricewaterhouseCoopers report, 'The World in 2050', India will become the second-largest economy in the world in terms of purchasing power parity (PPP) by 2050.

This expansion will be spurred in large part by the country's "demographic dividend", which simply described, is the excess number of people India has, and will have in the working age group over the next 10 years. It is expected that by 2020, India will have the ability to contribute 47 million people to the global manpower pool, while the rest of the world, including European nations, China, the USA and Japan, reels under workforce shortages of the order of 56 million. India's demographic dividend, it is being said, will enable the country to plug the global workforce demand-supply gap. This demographic advantage is akin to the large oil deposits that fuelled the growth of economies during the industrial revolution.

This can happen provided India-the industry, government, academia and society - work together to leverage the deposits of the oil of the knowledge age, the country's people, to build a pool of globally skilled workforce that can be harnessed by organizations the world over. Currently, only 10



Dalal Street, March 2011



per cent of Indian graduates are employable, and a mere 15 per cent of engineering graduates are considered industry-ready. Since all the stakeholders have already taken cognisance of this immense challenge, we can expect to see a united effort on their part to create a functionally literate and skilled India. My hope is that Prof. Prahalad's vision of 200 million college graduates and 500 million trained skilled workers will be more than surpassed 25 years hence.

We can expect to see an increased level of contribution from India to the global workforce and entrepreneurial community in the next two-and-a-half decades. Already, over 25 million people of Indian origin (around 2.5 per cent of our population) are living outside India. Twenty-five years from now,

trajectory as described above, undergoing massive reform, and through this change, achieving global-levels of quality, we can even expect young learners from across the world to want to study in India. To expect an I-SAT, or I-MAT to replace the currently popular SAT, GRE or GMAT formats 25 years down the line is surely not beyond the realms of imagination.

A time may come when international students would vie for admission to leading Indian universities, favouring our educational platter, to even the currently coveted Ivy League schools of learning.

This indeed can come to pass, provided we collaborate with our global peers, not just in the area of education but also in other fields, and learn from

India's demographic dividend... will enable it to plug the global workforce demand-supply gap.



this figure can grow to 150 million, or 10 per cent of our population. India's drive for expansion, excellence and equity in education will have matured by then. The Right to Education bill will ensure that every child gets the minimum level of school education, which, along with the gross enrolment ratio, increase from the current level of 12.4 per cent to 35 per cent by 2022 and then to 55 per cent in the following decade, will create the requisite scale. Thus, our demographic dividend at that point of time will not only be based on our excess "pair of hands" but will also arise out of our fertile, educated minds, innovative brains and "skilled pair of hands".

With education in India getting on to the growth

the world. An important prerequisite to that will be: India emerges as a key investment destination. Already, international majors across industries are keenly eyeing our mammoth domestic market opportunity and are establishing their presence in India to reap the benefits of this untapped opportunity. India's domestic market, a sleeping giant that is beginning to awaken, will, going forward, continue to be a huge draw for global industry leaders, who will look to partner with India and participate in our great growth saga.

Therefore, while at one end we will remain on the path of globalisation, on the other, we need to open our doors to greater economic activity on home shores and stake our claim to being the high



## Dalal Street, March 2011



As the father of India's telecom revolution, and renowned global entrepreneur, Dr Sam Pitroda said that the innovations of the past century benefited the rich; the innovations of the next 25 years have to transform the lives of the poor.

potential turf where everyone wants to be!

Innovation and diversity are intrinsic parts of the Indian DNA. We often talk of "Jugaad" as the way of finding a workaround to any problem. We can refine this concept to become structured innovation in the form of research for contribution to the bodies of knowledge. Diversity is used to create different entitlement levels. We can use this as a strength to adapt and, thus, become a seamless part of the global culture. Add to that the latest strand of technology, which every school child will get exposed to, and we have a very powerful mix of competencies.

There are already indications that the next revolution in the field of Intellectual Property in at least three areas will come from India. These are information and communication technology, biotechnology and environmental technology. Interestingly, these innovations will target the underprivileged and marginalized. As the father of India's telecom revolution, and renowned global entrepreneur, Dr Sam Pitroda said that the innovations of the past century benefited the rich; the innovations of the next 25 years have to transform the lives of the poor.

The 35-dollar Tablet PC, Sakshat, developed by an Indian company, is far cheaper than anything available around the world, and is a great example of this trend towards inclusion. Around 10 million units will be rolled out in the first batch and used in the education segment. Clearly, this innovation

will address the bottom of the pyramid, spurring inclusion and balanced development. Over the next couple of decades, India, particularly corporate India, can help other emerging nations understand how innovation can transform the lives of the masses through better education, health-care, energy and transportation.

In the last 10 years, we have seen the mushrooming of new businesses, new models of delivery and the development of new technologies. These will also become the platforms for greater inventiveness, which will position us as a source of innovation for the world.

By making innovation our winning mantra, we can flower in arts, literature and sciences. Extrapolating from Prof. Prahalad's vision, we should aim to produce 25 Nobel Laureates from India in the next 25 years.

The two-and-a-half decades that will follow will be critical for India. This will be a period when the country comes into its own, develops world-class infrastructure, builds an abundant pool of job-ready talent, catalyses entrepreneurship and then claims its rightful place among the world leaders.

What we now need to do is remain steadfast in this resolve, put our undivided attention to its execution, and enable the Indian juggernaut to roll its way to the top in the next 25 years. In short, from dreams and debates to decisive actions.



The Hindu Business Line, New Delhi  
April 27, 2011

## INFORMATION TECHNOLOGY

# Rajendra Pawar is new Nasscom Chairman

Chandrasekaran of TCS will be Vice-Chairman

### Our Bureau

Mumbai, April 26

Mr Rajendra Pawar, Chairman and co-founder of NIIT Technologies, has been appointed the new Chairman of Nasscom's (National Association of Software and Services Companies) executive council for the year 2011-12.

The Managing Director and Chief Executive Officer of Tata Consultancy Services, Mr N. Chandrasekaran, will be the Vice-Chairman for the year.

### SUCCEEDS HARSH MANGLIK

Mr Pawar succeeds Mr Harsh Manglik (Chairman and Managing Director of Accenture), who was the Chairman



**Mr Rajendra Pawar**

last fiscal. Mr Pawar takes on his new role from today.

"Nasscom will continue to facilitate and collaborate and support the industry's growth and achieve its vision outlined for 2020. It will broaden its role entailing greater col-

laboration across various industry players, governments and markets," Mr Pawar said in a press statement.

Mr Pawar is also a member of the National Council on Skill Development, which is chaired by the Prime Minister, Dr Manmohan Singh. He has also served on the Prime Minister's National Task force.

Mr Chandrasekaran has been with TCS with 24 years and has been at the helm of several strategic transitions there since 2002 when he took over the role as head of global sales.

Mr Pawar and Mr Chandrasekaran are taking over at a time when the industry is



**Mr N. Chandrasekaran**

growing at a fast clip. However, there are still challenges with respect to protectionist measures in overseas geographies as reflected by the recent changes in the visa norms of the US, the UK and Australia etc.

Moreover, the industry is now facing another problem associated with growth: non-availability of skilled talent.

### TWO PILLARS

"To further sustain this growth, India, and specially the industry, will have to focus on two important pillars of the economic development - Skills of its workforce and SMEs. There is a need of greater focus on the ongoing development of specialised skills and capabilities, with the objective of helping increase employability of the current talent pool, by means of skill development across all tiers of the pyramid," said Mr Pawar



The Times of India, New Delhi  
April 27, 2011

## Top-Level Changes At IT Industry Body, Co NIIT founder new Nasscom chairman

TIMES NEWS NETWORK

**New Delhi:** Nasscom has appointed NIIT founder Rajendra S Pawar as chairman and N Chandrasekaran, the CEO and managing director of TCS, as its vice-chairman for 2011-12.



Rajendra Pawar

Pawar succeeds Accenture's Harsh Manglik as the software industry body's chairman. While talking to TOI, Pawar identified three main segments for making IT-industry growth sustainable. He said that the industry body will work to improve the competitiveness of small and medium enterprises so that they can compete in the global market.

"In the last two years, SMEs have grown very fast. Now the efforts have to be made to broaden and deepen the competitiveness among them," said Pawar. According to vision 2020, India's IT software exports would touch \$175 billion from the current level of \$60 billion.

Secondly, he said, Nasscom will work towards increasing IT-adoption in India by engaging industry members and state and central governments. "This will not only improve the efficiency of the entire system but will also bring in transparency. Moreover, increased e-governance in the country will help the economy in achieving higher growth," said Pawar.

Pawar, who is the founder chairman of country's leading IT education company NIIT, said that to have a sustained growth in the IT industry skill development is very essential.

## Sudip Banerjee quits L&T Infotech

Mini Joseph Tejaswi | TNN

**Bangalore:** Sudip Banerjee has quit as CEO of L&T Infotech, a wholly owned subsidiary of technology, engineering and manufacturing leader Larsen & Toubro, to take a personal break. "It was really a tough task for me to shuttle between my job in Mumbai and my family in Bangalore every week. I did that in the last three years. Now I have decided to take a break to be with my family," said Banerjee.



Sudip Banerjee

So what's next? "Well, for a few months I am going to be on a vacation with my wife Sumita and son Sujoy, who is completing his graduation in UK. I have a lot of pending work at home like mending our garden and painting our house, etc. Not planning to join anywhere for sometime. Even in the future, no plans to take up anything outside Bangalore."

Banerjee joined L&T Infotech in August 2008, when recession hit the industry. Banerjee has been reporting to V K Magapu, director, L&T Group, and now the latter will hold the fort till a new CEO is announced, said the company. Former Wipro Technologies joint CEO Girish Paranjpe's name is also heard among the possible CEO candidates. However, L&T spokesperson has declined to comment.

Prior to L&T, Banerjee was president (enterprise solutions) at Wipro Technologies. He started his career in 1979, and joined Wipro in 1983.

## No decision on Sanjay Chandra's replacement

**New Delhi:** Unitech Wireless, the JV between realty firm Unitech and Norwegian telecom major Telenor, in its board meeting on Tuesday could not decide on the appointment of a new chairman of the company. However, it was decided that till Unitech MD Sanjay Chandra, who is also the chairman of Unitech Wireless, is in judicial custody for his alleged involvement in the 2G scam, the CEO of Unitech Infra, Jayesh Shah, will be the chairman of the Unitech Wireless. After the board meeting, a company spokesman said, "No significant decision was taken at the board meeting on Tuesday". That means Sanjay Chandra will continue to be the chairman of Unitech Wireless. TNN



Economic Times, New Delhi  
April 27, 2011

# NIIT's Pawar Appointed Nasscom Chairman

OUR BUREAU  
NEW DELHI

Technology industry body National Association of Software and Services Companies (Nasscom) sees a strong revival of demand that could not only help meet, but exceed growth expectations for 2011-12.

Newly-appointed Nasscom chairman for 2011-12, Rajendra S Pawar, said in an interaction with ET: "We are coming back to growth levels seen prior to the slowdown and in the near term we see lot of headroom to catapult this growth." When asked whether this means Nasscom will revise its 15-17% growth target for the year for the \$70-billion technology and business services sector, Pawar said, "It's too early to comment, but we are on track to exceed this target."

Pawar, 60, co-founder and chairman of education software company, NIIT, took over as Nasscom chairman from Harsh Manglik. Nasscom also appointed N Chandrasekaran as vice chairman of its executive council. Chandrasekaran is CEO & MD of TCS, the largest Indian technology services company.

As chairman of the executive council, Pawar will lead and assist Nasscom in catalysing the growth of the Indian IT-BPO industry and enabling the fulfillment of its future goals and aspirations.

Towards this end, Pawar wants to focus on two areas. First, how Nasscom can facilitate growth of the small and mid-sized companies. "There are lots of SMEs focused on software products, telecom, internet space, driven by IP. By the end of this decade, we see quite a few of them becoming very big," Pawar said.

Business Standard, New Delhi  
April 28, 2011

[BS PEOPLE]

THE MAN WHO SAW TOMORROW



Rajendra S Pawar

CONSIDERED a visionary, Rajendra S Pawar was years ahead of his time in realising the importance of IT (information technology) education in India. He left a comfortable job at HCL Technologies to start NIIT in 1981. In the process he revolutionised the computer education market in India, thereby creating a completely new industry segment.

All along, Pawar has played the leadership role in nurturing NIIT and building a leading global talent development corporation. NIIT's franchise model enabled it to unleash a wave of entrepreneurship across the globe, providing young people with the opportunity to create viable businesses centred on IT learning.

Again, when the software boom was taking place, Pawar took the plunge and forayed into the software and services market, creating NIIT Technologies in 2004, now a ₹1,000-crore company.

Known for promoting industry-academia alliances, Pawar has been working closely with India's well-known educational institutions. He is on the Board of IIT Delhi, IIM Bangalore, Indian School of Business, Scindia School and Indira Gandhi National Open University.

A firm believer in the need for industry participation to shape the education sector, he went on to establish the NIIT University, a not-for-profit institution at Neemrana in 2009.

Pawar is a member of the Prime Minister's National Council and the Planning Commission's Task Force on Skill Development. He is also helping the Government of South Africa to develop a growth strategy for its ICT industry.

He has been a founder member of Nasscom (National Association of Software and Services Companies) and will lead the industry body as the chairman for 2011-12.

Born in Jammu, Pawar holds a bachelor's degree in electrical engineering from IIT-Delhi and likes listening to music during leisure time. For his contribution to IT and the education sector he was awarded the Padma Bhushan in 2011.

PIYALI MANDAL



## HT Mint, New Delhi April 29, 2011

mint

Bloomberg | TV

RAJENDRA PAWAR/NASSCOM

# We have to create the next set of IT firms

By PRANIAL SHARMA  
BLOOMBERG TV

## INTERVIEW



**New initiative:** Pawar says one of his priorities is to create a platform for small and medium companies.

Rajendra Pawar, chairman of computer software training firm NIIT Technologies Ltd, talks about the road ahead for the Indian software industry association Nasscom and the local computer software industry in an interview after taking over as chairman of the lobbying body. Edited excerpts:

**Where does Nasscom stand on the kind of role it is playing for the information technology (IT) industry?**

Companies, which will be giants in 2020, many of them, are small today. Emphasis for us is to create the next wave. There is a ground swell...but we need to remove the wrap and show the world the next set of companies—technology-based, IT-based, innovative. Nasscom has a larger agenda.

**But has the role of Nasscom changed in these 20 years?**

Some things remain the same but the role has changed over the years. It has to articulate the aspirations, opportunities, problems of different players. That role remains the same but the issues have changed. The advocacy role as a collective of the industry remains same...only the content changes. We are trying to build a capability to create a platform for our members and customers together.

Our ability to build capacity

and keep adjusting to cope with increasing portfolio is a process of change. Within that, what we do for each sector is to enable companies to come together, think of opportunities, set a platform for promoting them. Those basic principles won't change but the organization, obviously, continues to evolve.

**Have the dynamics of engaging with government departments changed?**

There is this romantic attitude that had the government been active, we would not have grown. Some of the fundamental, policy-supportive decisions came from the government... during Mr. (N.) Vittal's time, for example, when we had to look at the STPI (Software Technology Parks of India) idea or special dispensation for the telecom sector. So, it is incorrect to say that it has happened in spite of the government. But it is valid to say that when there is a new area emerging, government has to look at its priority. So, the role that government played in the formative stages was much more about encouraging. That encouragement has created a large number of big companies. Today, we have hundreds of small companies that need encouragement. So, the role of the government continues to be valid even today.

The big players, which were small companies 20 years ago, have different issues today. So,

there is an advocacy issue today in terms of let's say policy on visas between two countries. So, there is a role governments are playing, and our government facilitates that discussion when we look at visa issues.

Other issues include infrastructure or security of people. There is always going to be the supportive hand of the government to deal with for small and medium enterprises.

**The irony is that software companies do most of their work for clients outside the country. India, as a market, is still looking weak. Isn't it something that the industry and the govt need to address?**

There is this whole issue of development of markets. So, the Indian market has been growing and evolving but we do

know that in terms of e-governance, it is still early stages. We have some good examples and there are some states which are much ahead. But, today, we can say that every state in the country has an IT department, it is staffed up, it has an IT policy and many states are prescribing X% of their budget. So, this movement has happened.

**What should be done to accelerate the pace and usage of IT in the govt, especially at the state level?**

Most states do have an IT department. Some states give it a little more importance than others. We wanted to do advocacy as Nasscom to get every chief minister to know that there is a huge potential in this.

**Is Nasscom more inward-looking?**

I don't think it is inward-looking. We are going for more energy within Nasscom. We are strengthening the team. For example, we have created an e-governance portal, which is a platform for the government people to look for supply and help small companies to come up. One hundred and thirty companies are already on this. Every state government should take their IT department seriously, and should drive whatever budget they have been allocated.

There are a lot of private initiatives in skill development, and that has been added to the

govt effort. Is that going to ensure that your needs are met?

Industry is spending a lot of money on skill building. One can ask a logical question—is it their responsibility or not? But the question is, if they are falling short of people, they will do what it takes to meet their needs. This becomes an issue of competitiveness, we as a country have to worry about. Human infrastructure is the fundamental of the infrastructure. It would be better to spend time and energy on customers than building skills.

**Where do you see the new trend for growth for your sector?**

If you see the new 20/20 vision, we are looking at new verticals, then there is a list of offerings. All our companies are looking at changing their offerings. So, we are going much more towards value for what you spend. Then, we have looked at the big excitement of cloud. Information as a utility concept is finding its place and there it is not necessary that only huge players can participate. Small players can add significant value and give it to other small company. For a long time there was this question that India does not have IP (intellectual property)-based companies. If you look at the US software industry history, it went from services to product over a period of time. There is an evolution, the country has to build a services industry out of which will come the repeatability therefore framework of which will come the experience of IP and we have a good examples of that. But it is small if you look at the total piece of the revenue pie. But the pie is becoming larger and larger.

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[http://www.exchange4media.com/PR/PRNews.asp?Section\\_id=9&News\\_id=41436&Tag=33930](http://www.exchange4media.com/PR/PRNews.asp?Section_id=9&News_id=41436&Tag=33930)

**exchange**  **media.com**

News > Full Story

## **IPRCCA 2011: Industry salutes PR and Corp Comm practitioners**

March 17, 11, Gopal Sathe

The public relations and corporate communication industry got together to applaud the achievements of their own at the first ever Indian PR and Corporate Communication Awards (IPRCCA) 2011. The Awards were presented by CVB News Service, while Ad Factors PR is the co-sponsor. Eikona is the measurement partner, while insights have been provided by Penn Schoen Berland. Academic partner was ISB&M School of Communication. Industry veteran Dr Pragnya Ram was conferred the Hall of Fame Lifetime Achievement Award. Sunil Gautam of Hanmer MSL was declared PR Professional of the Year. Corporate Communication Professional of the Year Award went to Roma Balwani of Mahindra. Blue Lotus PR was adjudged PR Agency of the Year. In a bid to encourage young talent in this field, the Young Achievers Award has been instituted and the inaugural award went to Mamta Kalra Juneja of Emami Group. Along with the winners there were Honorary Mentions in each award category. A complete list of the Award winners is as follows:

**Hall of Fame Lifetime Achievement Award** – Dr Pragnya Ram

**PR Professional of the Year** – Sunil Gautam, Hanmer MSL

**Corporate Communication Professional of the Year:**

Roma Balwani, Senior Vice President & Head Corporate Communications, Mahindra & Mahindra

Abhijit Sarkar, Head - Corporate Communications, Sahara India Pariwar

PR Agency of the Year – Blue Lotus PR

Young Achievers Award – Mamta Kalra Juneja, Emami Group

**Best Use of Public Relations by Private Sector Entity – Corporate:**

Winner: Sobha Developers

Honorary Mention: Loginworks Softwares – Promotion of TaskTrek, an internal communication solution

**Best Use of Public Relations by Private Sector Entity – Agency:**

Winner: Hanmer MSL – Campaign: Embassy of France (Bonjour India)

Honorary Mention: Corporate Voice Weber Shandwick – Smile Campaign (P&G)

**Best Use of Public Relations for a Social Cause – Corporate:**

Winner: Coca-Cola – Partnership with UN Habitat for improved access to water and sanitation

Honorary Mention: Bharti – Satya Bharti School Programme

**Best Use of Public Relations for a Social Cause – Agency:**

Winner: Corporate Voice Weber Shandwick – Save the Children, India

Honorary Mention: Communicators India – Empowering women through public relations programmes

**Best Use of Public Relations in the Financial Services Sector – Agency:**

Winner: LinOpinion – Arcil Arms

Honorary Mention: IPAN Hill Knowlton – Max New York Life Insurance – Igenius

**Best Use of PR in the Entertainment, Sports and Lifestyle Sector – Corporate / Entity:**

**Winner: NIIT Ltd – Chess through NIIT's brand ambassador Vishwanathan Anand**

Honorary Mention: Titan – Define the Brand Identity

**Best Use of PR in the Entertainment, Sports and Lifestyle Sector – Agency:**

Winner: PR Pundit – Kingdom of Dreams

Honorary Mention: Percept PR – Sunburn Goa 2010; and Zebra PR – Rugby India

**Out-of-the-Box PR Idea:**

Winner: Corporate Voice Weber Shandwick – Women Against Lazy Stubble

Honorary Mention: Sahara India Pariwar – Sahara Pune Warriors – Name and logo unveiling

**Best Use of Corporate Communications in an Organisation:**

Winner: Kotak Mahindra Group

Honorary Mention: NTPC – Campaign of NTPC's internal communication strategy

**Best Use of Public Relations by Deploying Social Media:**

Winner: Phonethics – Nissan Micra

Honorary Mention: Perfect Relations – TED India 'The Brain Spa'

**Best Continuous PR Campaign (campaign lasting minimum 3 years):**

Winner: Perfect Relations – Saffolalife Study

Honorary Mention: Hanmer MSL India – ElectroMech Material Handling Systems Pvt Ltd

**Eikona Best Use of Media/Marketing/Consumer Data for PR Planning/Strategy:**

Winner: Corporate Voice Weber Shandwick – Women Against Lazy Stubble

Honorary Mention: Airtel Mobitude – World's first mobile phone Trend Study





## Winner Speak

Reacting to his agency picking up more than one award, Atul Ahluwalia, President India, Corporate Voice Weber Shandwick, said, "This award means a lot to me, because as a company we have a vision to be the best. The award rewards excellence and provides an important validation to the PR industry. Our company is the most awarded company, with 10 major awards last year, including the Cannes award we shared with BBDO and Mediacom, and many more. It's important for the legacy of the company, and so it's very good that the first Indian awards have also validated us."

He further said, "To be honest, we were expecting the awards to come to us though I was still a little overwhelmed, because our campaigns have been very successful and received recognition the world over. Most important, we have received a good response. Good sales means a good job, creativity is important, but not the only factor in a good campaign." Commenting on the IPRCC Awards, he said, "I'm very glad that exchange4media has instituted these Awards, because they will drive others and inspire them. This will cause a push for quality and the feeling I see is that everyone wants to come here next year and win, so this will drive creativity."

**Prateek Chatterjee, Head - Corporate Communications, NIIT, remarked, "NIIT's association with chessmaster Vishwanathan Anand spans over a decade now, and what we feel is that chess is important in shaping young minds. For us, this Award is a further endorsement of that message, and recognition of the value we provide.**

**While I had not expected to win the Award when I walked in, we were hopeful and expectant, and we're happy with the recognition. I want to extend my congratulations to exchange4media for having started these Awards. They help highlight the importance of PR and corporate communications, and I hope that they will continue and inspire people."**

Reacting to being inducted into the Hall of Fame, Dr Pragnya Ram, Group Executive President, Corporate Communications & CSR, Aditya Birla Group, said, "I feel really great about receiving this Award, because I think it's a great recognition which validates communications and the importance of PR strategies."

"I'm really happy to have received this Award, particularly now. I have just stepped down after 11 years, after the best year for Hanmer. For me, this award is recognition of the industry that we are in," said Sunil Gautam, Chairman-Founder Hanmer MSL. He added, "I am very happy about this, because as an industry we have been missing proper recognition. This is the first such award and it will bring in a lot of enthusiasm and inspire people."

Gautam further said, "This is a hallelujah time for companies in the industry, it gives people something to look forward to, and to give young people something that they can work towards. As an industry, we have made a lot of progress and I firmly believe that recognition like this will help."

For Roma Balwani, Senior Vice President and Head Corporate Communications, Mahindra & Mahindra, "This Award is a wonderful milestone in a journey that started many years ago, when I was a marketing professional for Aptech. My CEO at the time, Ganesh Natarajan, offered me a change in career, and I said I was not cut out for this, that I was not qualified, and besides, I was too blunt and candid. But he told me that he wanted exactly that quality, and that is what has helped me through all these years."

She added, "Despite being on the jury, I didn't know that there was this category until the Chairman of the Jury told me about it, and then I had to recuse my position on the jury, so it was completely unexpected for me, and I was a little nervous when I left the room, and very heartened, when I learned the decision."

Speaking on the IPRCC Awards, Balwani remarked, "Awards like this one are very important because they create awareness of the PR profession. It inspires young professionals and helps them see that this is a mainstream career. Today, highly qualified young people with MBAs and post graduate degrees are entering into mass communication and it is a focused career. The award celebrates and benchmarks excellence, which is very important because in the past PR has not had the right image. Today, it is not just about media relations, but about leveraging strategy as well, which is a change that I have seen come into the profession over the last ten years, so now that we have made some progress it is important to celebrate it as well."

## TC NewsMakers

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### Sugata Mitra Receives 2011 Klingenstein Award

Published: 3/1/2011

TC's Klingenstein Center for Independent School Education has presented its annual Klingenstein Leadership Award to Sugata Mitra, Chief Scientist Emeritus at NIIT (the Indian information technology giant) and Professor Educational Technology at the School of Education, Communication and Language Sciences at Newcastle University in the United Kingdom.

Mitra is the originator of the "Hole in the Wall" experiment, a computer project that has increased learning among children in some of the world's poorest slums.

The project began in 1999, when Mitra and colleagues installed a computer in a playground wall in Delhi, India, and left it there. Eight hours later, neighborhood children, who had never seen a computer before and had no knowledge of the Worldwide Web, were surfing the Net.

Over the ensuing decade, Mitra introduced the same methodology, which he calls minimally invasive education, across India, Cambodia and other poor regions with similar results. Children with little or no formal schooling taught themselves to speak English, mastered fundamental biotechnology concepts, explored central tenets of Hinduism and advanced theories about why dinosaurs became extinct.

Mitra's efforts served as the inspiration for the book that went on to become the Oscar winning Slumdog Millionaire.

More recently the International Finance Corporation (a division of the World Bank) and NIIT, have joined forces to create Hole in the Wall Education Ltd (HiWEL).

To view talks by Mitra about the Hole in the Wall work, visit [http://www.ted.com/speakers/sugata\\_mitra.html](http://www.ted.com/speakers/sugata_mitra.html).

Mitra is also an inventor who has made groundbreaking discoveries in a range of fields, including Alzheimer's disease, desktop publishing, human sensory function and energy storage.

In presenting him with the award, Pearl Rock Kane, the Klingenstein Center's director called Mitra "an inventor, researcher, polymath, philosopher, humanitarian and catalyst for education reform," and quoted colleagues who have described him as both "a jovial Einstein" and "an education anarchist."

"You have been celebrated for inventions and discoveries in areas as diverse as energy storage, human sense organs, desktop publishing and Alzheimer's disease – and of course, most of all, your inspiring Hole in the Wall experiment, which shows how the Internet can unleash the capacity of children to teach themselves," Kane told Mitra. "But I've learned that the real genius of how you work – the common thread that links all of these endeavors and makes them possible – is the attitude with which you approach life.

Indeed, when I asked for advice to give Klingenstein graduate students you paused, and then offered, "Tell them not to take themselves too seriously! One's work, yes – but one's self, never."

Past recipients of the Klingenstein Award include entertainment mogul and philanthropist Oprah Winfrey; Harvard professor Howard Gardner, known for his work on "multiple intelligences"; New Yorker writer and author Malcolm Gladwell; organization guru Jim Collins; and psychologist Carol Dweck.



<http://www.business-standard.com/india/news/niits-pawar-new-nasscom-chairman-n-chandrasekaran-vc/133195/on>

## Business Standard

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### NIIT's Pawar new Nasscom chairman, N Chandrasekaran VC

Press Trust of India / New Delhi April 26, 2011

Software industry body Nasscom today said Rajendra S Pawar, the founder of NIIT, has been appointed as the chairman of its executive council for 2011-12.

The industry body also announced appointing N Chandrasekaran, the CEO and Managing Director of TCS, as the vice-chairman for 2011-12. Pawar succeeds Accenture's Harsh Manglik as chairman of Nasscom.

"As Chairman of the Executive Council, Pawar will lead and assist Nasscom in catalysing the growth of the Indian IT-BPO industry and enabling the fulfillment of its future goals and aspirations," Nasscom said in a statement.

"Indian IT industry has seen good growth and things are on track. As an association, we would concentrate on two things -- how can we improve the competitiveness of Indian companies and how can we grow IT for India," Pawar said.

Pawar said the association will also work towards engaging industry members and state and central government to drive IT adoption in the country.

Other important factors that need to be focussed on include skills development and growth of small and medium enterprises, he said.

"SMEs play a crucial role in India's economy and help achieve the objective of inclusive growth. Therefore, special focus and attention is required on the development of SME segment to propel this broad-based economic growth," Pawar added.

<http://www.thehindubusinessline.com/industry-and-economy/info-tech/article1770671.ece?homepage=true>

## Business Line

Industry & Economy

### Rajendra Pawar is new Nasscom Chairman

OUR BUREAU



Mr Rajendra Pawar

Chandrasekaran of TCS will be Vice-Chairman

**Mumbai, April 26:**

Mr Rajendra Pawar, Chairman and co-founder of NIIT Technologies, has been appointed the new Chairman of Nasscom's (National Association of Software and Services Companies) executive council for the year 2011-12.

The Managing Director and Chief Executive Officer of Tata Consultancy Services, Mr N. Chandrasekaran, will be the Vice-Chairman for the year.

Succeeds Harsh Manglik

Mr Pawar succeeds Mr Harsh Manglik (Chairman and Managing Director of Accenture), who was the Chairman last fiscal. Mr Pawar takes on his new role from today.

"Nasscom will continue to facilitate and collaborate and support the industry's growth and achieve its vision outlined for 2020. It will broaden its role entailing greater collaboration across various industry players, governments and markets," Mr Pawar said in a press statement.

Mr Pawar is also a member of the National Council on Skill Development, which is chaired by the Prime Minister, Dr Manmohan Singh. He has also served on the Prime Minister's National Task force.

Mr Chandrasekaran has been with TCS with 24 years and has been at the helm of several strategic transitions there since 2002 when he took over the role as head of global sales.

Mr Pawar and Mr Chandrasekaran are taking over at a time when the industry is growing at a fast clip. However, there are still challenges with respect to protectionist measures in overseas geographies as reflected by the recent changes in the visa norms of the US, the UK and Australia etc.

Moreover, the industry is now facing another problem associated with growth: non-availability of skilled talent.

Two pillars

"To further sustain this growth, India, and specially the industry, will have to focus on two important pillars of the economic development – Skills of its workforce and SMEs. There is a need of greater focus on the ongoing development of specialised skills and capabilities, with the objective of helping increase employability of the current talent pool, by means of skill development across all tiers of the pyramid," said Mr Pawar.



[http://articles.economictimes.indiatimes.com/2011-04-26/news/29475377\\_1\\_nasscom-chairman-indian-it-bpo-industry-industry-body](http://articles.economictimes.indiatimes.com/2011-04-26/news/29475377_1_nasscom-chairman-indian-it-bpo-industry-industry-body)

## THE ECONOMIC TIMES

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### NIIT's Pawar appointed as Nasscom chairman, N Chandrasekaran VC

PTI, Apr 26, 2011, 07.30pm IST

Tags : Rajendra S Pawar| Niit

NEW DELHI: Software industry body Nasscom today said Rajendra S Pawar, the founder of NIIT, has been appointed as the Chairman of its executive council for 2011-12. The industry body also announced appointing N Chandrasekaran, the CEO and Managing Director of TCS, as the Vice-Chairman for 2011-12. Pawar succeeds Accenture's Harsh Manglik as chairman of Nasscom.

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"Indian IT industry has seen good growth and things are on track. As an association, we would concentrate on two things -- how can we improve the competitiveness of Indian companies and how can we grow IT for India," Pawar said.

<http://www.thehindu.com/business/Industry/article1770536.ece>

## THE HINDU

Business » Industry

NEW DELHI, April 26, 2011

### Rajendra Pawar new Nasscom Chairman

SPECIAL CORRESPONDENT



Rajendra Pawar

The National Association of Software and Services Companies (Nasscom) on Tuesday announced Rajendra S. Pawar as the new Chairman of its Executive Council for 2011-12. He succeeds Harsh Manglik. Mr. Pawar has been a member of the Nasscom's Executive Council and is now the Chairman and Co-founder of NIIT Technologies. Nasscom also announced the appointment of N. Chandrasekaran, Tata Consultancy Services CEO and Managing Director, as Vice-Chairman of the Executive Council.

As Chairman of the Executive Council, Mr. Pawar will lead and assist Nasscom in catalysing the growth of the Indian IT-BPO industry and enabling the fulfilment of its future goals and aspirations.

Keywords: Nasscom, Rajendra Pawar

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