



“CONNECT WITH THE real WORLD”



Rajeev Shorey, President NIIT University, talks about what to consider when introducing innovations

Q What role does management education play today?

Management education plays an essential role in today's dynamic business environment. The rapid trend of globalisation and technological changes have made it difficult for organisations to survive in the competitive world.

As a result the importance of management education has increased many fold. The recent developments in the world economy have had a major influence on the trends in management education. The focus is now heavily on key areas including Business Ethics, Corporate Social Responsibility, Corporate Governance, and Sustainable Development. Some of the new areas that have emerged include: Management of business during recession or slowdown; Management of risks arising out of national and international relations; Entrepreneurship; Micro-Enterprise and Micro-Finance; Micro-Insurance; and Social Entrepreneurship.

Q What innovations have you introduced in your institution?

This new age NIIT University MBA program aims to equip students with the new age skill sets required to seamlessly navigate through the challenges and contradictions faced by today's business leaders, and also expose them to the vibrant Asian and African economies that are poised to become pivotal economies of the future. Drawing upon the core principle of industry-linkage, NU MBA Program has introduced the concept of Industry Mentorship, wherein each MBA student will be guided and mentored by an eminent corporate leader.

Q What according to you are the prerequisites for new concepts in management education to succeed?

At present there is a gap between the type of management education imparted in business schools and in real life management. Hence any new concept in management education needs to be

more realistic and useful to the industry. The focus should be on:

1) *Moving the institute from academic mode to corporate mode:* The management courses and programmes being conducted in the institutes must be in line with the current requirements of the corporate world and other organizations.
2) *Serve locally but train globally:* There is a need to train the next generation of managers and make them ready to take up global assignments in the burgeoning knowledge economy. It will not be enough to focus on educating Indians for India. Business schools in India need to build globally distributed educational programs and deep partnerships around the world. Industry endorsed programs: India's corporations must become true partners in building management education programmes by supplying ideas, knowledge, capital, financial investment, and on-site experience for students, enabling them to learn in real-world situations. ■■■

CELEBRATION

NIIT Celebrates Its First Year Anniversary

100-acre green campus at Neemrana takes off as a 'New Model in Higher Education'

NIIT University recently hosted its Second Annual Lecture by Karan Singh, Chairperson NIIT University and Member of Parliament, on university campus at Neemrana. Gurcharan Das, acclaimed author, playwright and former CEO of Procter&Gamble-India, addressed the audience on "The Importance of Being Humane". Rajendra Pawar, Founder of NIIT University and its Chairman, Rajeev Shorey, NIIT President, and other eminent guests were present on the occasion.

At the occasion, Singh congratulated Pawar and his team on the successful completion of a year. He stressed upon the holistic approach to knowledge and said that modern education system should be interdisciplinary, whereby students are not only exposed to the latest technology, but also to the rich, pluralistic, multi-faceted spiritual and intellectual heritage of India. He congratulated NIIT for implementing seamless, industry-linked, research-driven, technology-



The NIIT University celebrates its first birthday

based education. Singh went on to add that, "NU gives a glimpse of what future educational institutions can be."

While addressing the audience, Das stressed on the role of education in shaping individual personalities. His speech drew inspiration from his latest book—*The Difficulty of Being Good*. Das said that "true progress" could be achieved when people marry age-old moral and ethical structures with the education system. (Excerpts of the speech has been carried on

the last page of the magazine.) Pawar said, "In years to come India will be known for its innovation and research. Hence, the need of the hour is to look at the future requirements of the knowledge society. And establish a new model of higher education. In this century of the mind, India will gain pre-eminence owing to holistic and seamless education. NIIT is a step in that direction." Shorey called it an "honour" to be associated with NIIT during its formative years. ■■■



>> Medieval architecture meets modern construction at NIIT University, Neemrana Courtyard, with buildings so designed to cast natural shadows thus giving a cooling effect

Neemrana's new architectural marvel

THE NIIT UNIVERSITY BUILDING COMBINES MEDIEVAL AND MODERN ARCHITECTURAL CONCEPTS IN SUCH A WAY THAT ONE COULD DO WITHOUT FAN OR AIR CONDITIONERS AND IN PEAK SUMMER WHEN THE TEMPERATURE SOARS TO 43 DEGREES, IT WOULD BE POSSIBLE TO HAVE A ROOM TEMPERATURE OF 27 DEGREES

Prakash Bhandari

The new NIIT University campus that has come up at picturesque Neemrana about 130 km from Jaipur on the Jaipur-Delhi national highway is a case study for green learning. For the first time in the country, a campus has been established on the basis of a long-term master plan. NIIT is located on a 100 acre land that is adjoining the 750-acre range of pristine hillocks on the foothills of Aravalli range.

Jaisalmer is considered to be the best example of desert architecture and NIIT has taken a cue from the architecture in various walled cities of Rajasthan and Jaisalmer in particular to incorporate certain traditional ideas into the modern building.

The architect of the project Vinod Gupta of Space Design Consultants has planned the buildings in such a way that one could do without fan or air conditioners and in peak summer when the temperature soars to 43 degrees, it would be possible to have a room temperature of 27 degrees. This has become possible because of the network of earth air tunnels that have been laid like an underground maze. The master plan for this project was prepared by YRM (London) Ltd and the blueprint by Space Design Consultants.

Architect Gupta has laid out 1.6 km of earth tunnel and by the time the whole campus

would be ready the tunnel's length would be 16 km making it the world's longest air tunnel. The tunnels have created its own shade and micro climate that will make the environment cooler. Gupta has laid pipes four feet in diameter 12 feet deep in the ground in between the buildings. At this depth the temperature in Neemrana remains at an ambient 24 degrees. The air that is pulled by the fans passes through precipitators to eliminate dust through shafts in the buildings through every class room, eliminating the need for

world and also harness wind chimney for a natural ventilation effect. Most structures harness strategically placed windows combined with an east-west orientation to minimize heat again and solar water heaters are installed on all residential buildings," said Powar.

Gupta said the capital cost for laying the earth tunnel is approximately the same as air-conditioning would have taken. But taking long term interest the savings would be enormous and they hope to save 60-70 per cent in energy cost.

Gupta has planned the campus in such a way that the tallest buildings are located right at the end with low frontage buildings in the front. The taller buildings would have eight floors.

THE CAPITAL COST FOR LAYING THE EARTH TUNNEL IS ABOUT THE SAME AS THAT OF AIR-CONDITIONING. BUT TAKING LONG TERM INTEREST THE SAVINGS WOULD BE ENORMOUS AND CAN SAVE 60-70 PC IN ENERGY

air conditioners.

According to Rajendra Powar, founder of NIIT, the thermal capacity of the earth is such that the diurnal variations of the surface temperature do not penetrate much deeper than 0.5m and seasonal variations up to a depth of about 4 meters. Beyond this depth the temperature remains constant.

"The NIIT University earth tunnel acts as an enormous self-regulating heat sink for the campus, with no electricity required to cool or heat the ambient temperature. Students can now enjoy comfortable climate in classrooms, hostels, library and dining halls without creating carbon footprints. This represents the largest known earth air tunnel installation in the

"The buildings have been put close to each other and large windows are not sufficient to bring in light. Reducing artificial lighting became a problem. However, we found solutions by creating shelves which are like window ledges that reflect the natural light on to the ceiling and throw deep into each room. The east-west orientation for windows also allows the most natural lights to enter building and they have been positioned to allow as far as possible views of the hills.

NIIT university campus features rainwater harvesting facilities and water recycling systems that is 97 per cent efficient ensuring the maximum reuse of a precious natural resources for the benefit of all.

NIIT UNIVERSITY

WHERE SEAMLESS LEARNING IS THE ORDER OF THE DAY

FAST FACTS

Established: 2009 Location: Neemrana
President: Rajeev Shorey
Programmes: BTech, MTech, PhD, MBA
Approval/Accreditation: Declared as a State university by Govt. of Rajasthan
Selection: Merit basis Full-time faculty: 34 Top recruiters: NA Seminar: Engineering Student activities: NA
Website: www.niituniversity.in



"A campus must be built with students as the focus"

RAJENDRA PAWAR
Chairman, NIIT Ltd & Founder,
NIIT University

Set up with an objective to provide holistic education, NIIT University take student's experience and mentoring, very seriously



by Nitin Jindal

"A campus must be built with students as the focus". These words by Rajendra Pawar, Founder Chairman - NIIT Ltd and Founder of NIIT University (NU), ring true when Air Cmdr (Retd.) Kamal Singh, Advisor for Infrastructure Services, explains the spacing between two academic blocks (9 more are planned). With the hills on one side, they form an enclosed 'courtyard' that is sheltered from the harsh sun rays, giving students an ideal space to sit, reflect, engage. One is also encouraged to walk

CAMPUS ETHOS Students are encouraged to walk, discuss, trek and enjoy the experiential side of learning

using specially created "spines" that are shaded and rain protected.

Academics

Though NU offers education at a price (Rs. 8.8 lakhs in just fees for the engineering course), the sheer thought that has gone into creating the student learning experience, may make it worth for those who can afford it. Teaching and learning process has been built around 4



principles: industry-linked, tech based, research-driven and seamless (evident by campus structure)

No departmental silos

There are no 'departments' for faculty, and students belonging to different years and courses reside in the same blocks. Echoing one of the 4 core principles of the university: Seamlessness. 11 adjunct faculty, 11 adjunct faculty,

3 visiting faculty, run its BTech (CSE, BT & ICT), MTech (four options), PhD and MBA programmes. Faculty-student ratio is high currently but as the students increase, this is an area that would need continuous augmentation. Group of 10 eminent people referred to as Founding Professors, provide the academic touch. They mentor the young faculty, offer few lectures and as Prof. Kamal says, "Keep us on our toes by their work ethics".

Industry-linked

An exciting feature of doing an MBA at NU is that 25 CEOs have agreed to mentor students, besides various senior executives from the industry who provide guidance on a more regular basis.

Research

The nascent campus shows very little signs of active research activities. Since NU has just completed a year

Practising green technology

The campus does not use ACs or desert coolers. It relies on the principle that a constant temperature of 24 degrees celsius is always found at a depth of 4m inside the earth irrespective of the temperature on the surface. NU has created 8-9 km of tunnel at this depth inside the earth. So, the air from the building is sucked in and made to move for approx. 100 ft inside the tunnels to ensure it reaches 24 degrees. This cool air is blown into the buildings to keep them cool or warm depending on whether it is summer or winter respectively. Energy efficient, low carbon footprint, and therefore a green technology!

of existence it is almost impossible to assess its research capabilities. When quizzed, attention is drawn to the 25 acres of vacant land adjoining the two ready blocks. "This is where we will have incubation labs and industry people," says Mr Pawar. When questioned about how he plans to sustain research at the campus, he says, with a twinkle in his eye, NU would get funds from the patents that will come out of the research.

Campus life and beyond

The small student body is beginning to show signs of life. Publications, Placements, and Patents, the three Ps that separate men from boys will manifest in the future, though the mentor list might come in handy. Only time will tell. Pawar's philosophy of holistic learning translates to collective sunset and sunrise viewing for the students, trekking expeditions in Aravalli hills and experiential learning. Some students are amused, some are touched. But none seem unaffected. And that probably is the purpose of education! ■

PERSPECTIVE

Making A Life Versus Making A Living

When a hotchpotch amalgamation of humanities saves the businessman's soul

Some 100 years ago, Chicago and Columbia universities began what is known as the "Great Books Programme". It required students to read what they considered to be the "great books"—by Plato, Karl Marx, TS Elliot, etc.—in the first two years of college.

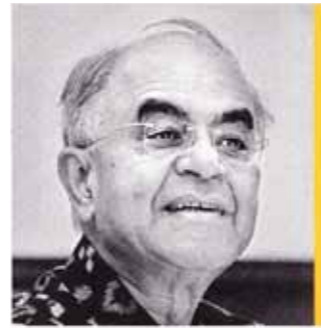
We don't have such a programme in our universities. But, don't let that stand in your way—there are summer and winter breaks aplenty. During these start your own "great books programme". Meet up friends, get your list, read the classics and discuss. When I mean discuss, I literally mean interrogate the books. While you are at it, I will suggest that you look up a name—David Denby. Denby is a NYC movie critic and journalist, who entered Columbia University in 1991 to take the university's famous course in "Great Books". Denby later authored a book simply titled *Great Books* in which he spoke of the impact of the course on his life.

The reason why I talk of the "great books" is because the impact they left on my life. At 16, as the son of a diligent engineer and an earnest homemaker—I went to Harvard to study engineering. But at Harvard, I learnt that nobody came there to study engineering. I promptly changed my course to chemistry. Why? Because newspapers at that time were reporting of James D. Watson and Fran-

cis Crick, who had received the Nobel for discovering the structure of the DNA—I knew that their path began with this subject. At the end of that summer, I came back to India, and first noticed its grinding poverty. It was ironical that I had to go away to realise the simple reality of my country. It was then, going back, I switched to economics. But fate intervened. In a few months, I was enamoured by humanities—I switched again.

By then my middle-class parents had begun to despair. My mother found herself frequently skirting questions surrounding my majors. But, I was not done. I found this great man called Daniel Engels (under him I learnt a little bit of Sanskrit). Then, I thought that architecture was wonderful, especially the modernists. In my third year, even Harvard lost its patience. I was asked to chose a major—and, I finally gave up the life of an academic wayfarer, to settle with philosophy.

**MEET UP FRIENDS,
GET YOUR LIST,
READ THE CLASSICS
AND DISCUSS.
WHEN I MEAN
DISCUSS, I
LITERALLY MEAN
INTERROGATE THE
BOOKS**



GURCHARAN DAS
Columnist & Author

For a brief while, I followed the norm, hoping to complete my PhD under Isaiah Berlin. Weeks before I was to complete a postgraduate project, I visited Chandigarh. Sitting on my porch, I found myself wondering whether I wished to spend a lifetime floating in that high stratosphere of abstract thought? I got cold feet. To assuage my parents, who had begun to despair again, thinking that I was unemployable, I answered an advertisement for a company. I started work as a salesman. Like the man who came to dinner and stayed on, I stayed in the world of business till I was 50. In between, I went to Harvard Business School.

The reason why I narrate my tale is because I know there are a lots of students who are like me. I want to assure them that my background, the hotchpotch amalgamation of humanities put together was not a hindrance, but immense help. What undergraduate education in humanities helped me to do, was think!

To not accept anything at face value. Not even, if it was written by Plato. I was taught to interrogate the text. This lesson stayed with me, along with the ability to think and write clearly. This habit is the reason why on a Sunday, I am able to discuss an issue (economical, political, or social) in 800 words. **HT**

The above is an excerpt of a speech given by Gurcharan Das at the Second Annual Lecture. To read the full article log in to edu-leaders.com

NU

Hindustan Times
November 14, 2010

'Need of the hour is responsible leaders'

ANNUAL MEET Says Gurcharan Das at NIIT meet in Neemrana

HT Correspondent
✉ htraj@hindustantimes.com

JAIPUR: "Making a living is what our middle class insecurities ensure we do and for that we get an engineering, MBA and so on. Later on in life, we get married, have children, climb ladders to earn more, get children married and the cycle continuous and then we ask ourselves: what we are for?"

That was Gurcharan Das, author, playwright addressing the second annual meet at NIIT University, Neemrana.

He urged the students, "Ask yourself, how can I live a flourishing life? In Hindu mythology- life has plural purposes, achieving moral, spiritual and material well-being - so how does one go about making a life. You can depend on your own experience, reinvent the wheel with your own experience but on the other hand millions of people have come and gone and we can learn from them, many of them have left behind books to read. The books from where we can learn from."

Das said that true progress can be achieved only when we successfully marry our age-old moral and ethical structures with the modern education system. "Indian society today is plagued by corruption, moral and ethical failures at all levels. The need of the hour is to nurture individuals who can



Karan Singh presents a memento to Gurcharan Das (left) at NIIT University in Neemrana on Friday.

HT PHOTO

become responsible leaders in our modern society," he said.

He said Mahabharat is an excellent example of dharma, though the Mahabharat is known for all the 'adharmas'. He ended saying, "An act of goodness are few things we possess as human beings and let's all recognise it when we see it."

The varsity's chairperson and MP Karan Singh said, "Wisdom starts with questions. Ours is a

dialogic civilisation, Jainism, Buddhism and all these are dialogic - Buddha was asked questions everyday - that should be the essence of students. Do not take things at face value - questions will make the mind more supple, leading to one's development."

NIIT University's founder Rajendra S Pawar said, "In years to come, India will be known for its innovation and

research. Hence, the need of the hour is to look at the future requirements of the knowledge society and establish a new model of higher education."

The varsity's president Raje-
ev Shorey said, "It's an honour to be associated with NIIT University in its formative years. It is heartening to see NU gain acceptance as a new model of higher education in such a short period."

'We have never attempted anything on this scale'

As Gujarat Get Ready To Create A New Guinness Record On December 24, World Champion Viswanathan Anand Tells Ajit Bezbaruah That This Event Is Only The Beginning Of A Chess Revolution

Ahmedabad: Barely a month away from what could be a decisive moment in India's chess history world champion Viswanathan Anand has a smile on his face confident that they (Gujarat Government, Gujarat State Chess Association and NIIT) will be able to pull this one off. On December 24, 20,000 participants will assemble at Sardar Patel Stadium in Navrangpura to play chess simultaneously and break Mexico's previous Guinness record with 13,446 players held in 2006. This was an idea that bore fruit after Anand and Gujarat chief minister Narendra Modi met in 2009 and talked about ways and means to highlight the state government's commitment to chess.

In a freewheeling interview with TOI, Anand talked about the preparation for the mega event and what this event can do to chess in the state and the country as a whole. He also said that Gujarat's initiative to make chess part of the school time could be the corner stone in finding new chess champions. The world champion is also of the view that easy access to the game, like in Russia, could give rise to a stronger set of players in the next 2 to 4 years.

Excerpts:

Q. The D-Day is nearing, how's the progress?

We have had very good support from the Gujarat government. From the initiation stage to execution, all of us involved in the project seemed to be fully informed of the progress. Now that we are in the last month of preparations, we are putting the final arrangements in place.

Q. If we manage to achieve the feat, what kind of an impact will it have on chess in Gujarat and the country as a whole?

It will be a very important feat both for Gujarat as well as for Indian chess. We have never attempted anything on this scale. The scale of the event makes it unique. Especially that we are bringing in masters to play the simul. These masters will carry with them the experience of the event



and will surely share the experience in their schools. We are sure that this event is only the beginning of a chess revolution in Gujarat. We look forward to a long and fruitful relationship with the state.

Q. What kind of a message will this send to the chess world?

That we have come of age as a chess nation.

Q. Since this event is so close to you, will you consider its success as a belated birthday gift for yourself?

I am excited on the effect this will have for chess. Since we already have the NIIT Mind Champions Academy in Gujarat this event will provide the impetus to broad base

powerhouse like Bengal, Tamil Nadu or Maharashtra, Gujarat is one state where chess is a compulsory subject in most government schools, your comment on this initiative.

Making chess part of the school time is one of the corner stones in finding new chess champions. In countries where children have had easy access to the game, like in Russia you can see the effect of the sport in the strength of its players. Definitely we will see in the next 2 to 4 years a lot of children from the state making it in the zonal and national events. The academy here conducts regular annual events as well as an ongoing research on the impact of chess in schools. We

and higher ranked players?

Making chess a movement is important to us, so from this talent pool if we see children with potential, they will be identified. I personally feel that this is a model structure to follow.

Q. Can this also have a positive impact on academics of the players as chess is known to be a mental game?

The research we have conducted in the states and schools where our academies are operational have shown us clearly that children exposed to chess do show a marked improvement in academics especially math and science. We also see that definite skill sets are being nurtured.

Q. Gujaratis being a business tribe can they also find something in chess which will help them in their business?

Chess is all about strategy and so is business. A good chess player can also become a good businessman.

Q. Gujarat has only one GM in Tejas Bakre despite such initiatives, how do you rate the next group of players after Bakre and do you see anyone making a big impact in world chess?

The next 2 to 4 years would be critical when we can start seeing progress and potential. Both the schools as well as the initiative would work hard in identifying talent early to ensure that the children do get to move to the next level.

Q. Your mom played a big part in shaping your career, how do you see the role of chess parents in today's social and scientific way of life. Has it been marginalised by any means?

Parents and teachers do play a vital role in any child's development. Any talent or potential has to be identified by both. The parents should encourage their children to enjoy the challenge and the game rather than get weighed down by just ambition. I was lucky that my parents never forced me to win events. They were happy that I was just enjoying myself.



You have achieved so much, in terms of results, awards, fame, recognition etc, what is it that keeps champions like you and Sachin Tendulkar go out and do the same thing day in and day out for so long and still maintain the same hunger to perform and excel?

I think the important thing is to keep looking ahead. If you start looking back and thinking of all your achievements you find it's difficult to actually move ahead. More than that I take each challenge as a new one and try to enjoy the work that goes with it.

Q. A small comment on your association with Gujarat chief minister Narendra Modi and how it all started?

We (myself and NIIT) met Modiji in December 2009 in Ahmedabad. During the meeting we discussed a way to highlight the state government's commitment to chess and we decided that we could do a simul on a large scale and try and better the current biggest simul record that was held in Mexico. Modiji immediately decided that we could work on it immediately. We have periodically met with him and his team and now we are quite excited in staging the event. We feel that this event will provide the ideal framework in taking chess further in the state. The Khel Mahakumbh will provide the right background in staging this unique and grand event.

Q. How do you rate him as an administrator, a chess lover and above all a chess player?

He has been involved in every aspect of the organisation and execution of the event. He shared with me his experience of visiting Azerbaijan where chess is compulsory in school. He was very keen on following that example in his state.



Viswanathan Anand with Gujarat chief minister Narendra Modi



What has been your wife Aruna's role in the making of Anand the chess champion? Does she get tense when you are busy playing or preparing for those big matches. Do you need to calm her down at times?

She generally takes care of all the background work so I have to only work on my chess. She can be very calm during very critical moments. It's very difficult to know how tense she is, but many times she is the one who will calm me down. Sometimes you just need someone to talk to, to describe you innermost albeit irrational fears and she is that person.

the initiative. I would be very happy to see chess becoming a talking point and something children embrace naturally in their schools.

will be scientifically tracking the data as well as the child's progress.

Q. Can this lead to proper growth of chess in the state and also rise of more GMs

Q. Despite not being a chess

Trinity Mirror
Chennai
November 21, 2010

NIIT job fair held

Chennai, Nov 21: As many as 821 candidates were benefited from the Information Technology job fair organized in Chennai by NIIT, leading Global Talent Development Corporation and Asia's largest IT Trainer.

A total of 3293 candidates attended the job fair and 2091 interviews were conducted and 821 students have been short listed at the job fair. Group discussions among students were organised at the venue.

E Venkatesan, Deputy General

Manager, NIIT Ltd. said, "With the rising demand for IT/ITES services, the need of the hour is to nurture excellent IT professionals. This platform offered by NIIT is a unique endeavor to help students to reach the best employers in the industry and shape great careers in the global IT industry."

Global leaders like IBM, Dell, Servion Global, Mobile Worx, Temenos, Merrill Coporation, Aspire System, Williamslea, ADFC, Financial Software and Systems were active participants in the NIIT job

fair. NIIT Limited, has taken this initiative to bridge this gap between the companies and their prospective employees. With the return of strong hiring outlook, industry would be on the lookout for job-ready talent. As per NASSCOM's latest estimates the industry headcount addition is expected to double this year to touch 200,000 new employees, leading to 2.5 million direct employment. The IT BPO exports market is expected to grow by 13-15 percent and the domestic market by 15-17 percent.

Hindustan Times
Chandigarh
November 24, 2010

NIIT conducts placement at GGS

HT Live Correspondent

■ chdlivedesk@hindustantimes.com

SAS NAGAR: NIIT on Monday visited Guru Gobind Singh College of Modern Technology, Kharar, for conducting a placement drive for B.Tech (CSE, IT, ECE) and MCA students, passing out in July 2010

A total of 25 students were shortlisted.

This placement drive was

mainly for NIIT in-house requirement of software engineers as well as for other software companies such as Patni Computers, Bebo Technologies, and IDS InfoTech.

The placement drive was inaugurated by Dr SS Bedi, director-principal of the college.

Dr Bedi interacted with the executives from the company and advised the students to cash

on such opportunities.

The shortlisted students will appear for a final interview, scheduled to be held on November 24.

The chairman of the college Surinder Pal Singh Sachdeva and Baljit Kaur Monga, MD GGS-Sachdeva Group of Colleges, congratulated the shortlisted students and wished them luck for all their future endeavours.

VIRTUAL CLASSROOM ON YOUR MOBILE

Service providers to stream content through 3G platform

KALPANA PATHAK
Mumbai

Soon IIT aspirants will be able to access IIT JEE (Joint Entrance Examination) coaching material on their mobile phones. Six months hence, education service providers like Everonn Education and NIIT will be able to stream educational content through the third generation (3G) mobile telephony using the satellite-based Very Small Aperture Terminal (VSAT) Technology and Broadband.

"3G is ahead of all the present services we use. Everonn, through its several studios, will deliver classes using presentations, video, audio and digital content just like it does with VSAT where a single instructor can teach students across the country without compromising on the quality of learning," said Kishore, managing director, Everonn Education.

Similar to a VSAT arrangement, 3G will have an instructor and students, in a virtual classroom environment using audio-video transmission. Interactions would be instant, as in a regular classroom not only enabling students to have interactive sessions with instructors but also peers across the country.

A 3G-enabled learning platform would mean anywhere, anytime learning accessible on mobile phones. The 3G spectrum will not only allow stronger bandwidth in remote locations but also better video quality.

"We are working on the per minute cost that would be charged to the users. We have already tied up with Airtel and may look at more tie-ups in the future," said Kishore. Everonn would also use 3G for language training for students.

Everonn, through Toppers Tutorial - which it acquired in February 2008 - imparts IIT-JEE

and other engineering entrance examinations tutorials to students through VSAT technology.

NIIT on the other hand said the organisation is looking at a similar arrangement in the future. "Definitely there is a thought on providing training to students on the 3G platform as the world moves to a point where one can access any information on one's mobile phone. We would take to it in future," a senior NIIT official told *Business Standard*.

Last year, Delhi-based Indira Gandhi National Open University (IG-

INTERACTIONS WILL BE INSTANT, STUDENTS TO HAVE INTERACTIVE SESSIONS WITH INSTRUCTORS

NOU), an open university which offers distance learning courses signed an agreement with Swedish telecom giant Ericsson to provide educational content using 3G mobile telephony. The university with over 2.5 million students on its rolls, had launched the programme for 1,000 students pursuing the certificate course in information technology.

According to a report by CLSA Asia Pacific Markets, the size of e-learning market in India is expected to grow to ₹1,092 crore by 2012 from the present ₹105 crore.

IMAGING: DEEPAK BAKSHI



Sakal Times
Pune
November 4, 2010

NIIT inducts Buch as independent director

NEW DELHI: IT trainer NIIT Ltd on Wednesday announced the appointment of Madhabi Puri Buch, Managing Director and CEO of ICICI Securities Ltd, as an independent non executive director on its Board. "We welcome Buch to the board of NIIT. Her exceptional success at a young age in the vibrant financial sector will bring a fresh perspective to NIIT," Chairman NIIT Rajendra S Pawar said in a statement. Buch is a well-known figure in the banking and financial sector and under her leadership, ICICI Securities has emerged as a leading player in capital market space in the country, the statement said. Buch has also served as the Head of global operations of the Bank, covering transaction processing and control for the retail, corporate, international and rural banking, it added. *UNI*

HT Mint
New Delhi
November 4, 2010

EDUCATION

Puri Buch named NIIT independent director

New Delhi: NIIT Ltd, a talent development and IT training firm, on Wednesday appointed Madhabi Puri Buch, managing director and chief executive officer of **ICICI Securities Ltd**, as an independent director on its board.

Buch is a well-known figure in the banking and financial sector. She has also served as the head of global operations of **ICICI Bank Ltd**.

"I am delighted to accept independent directorship on the board of NIIT," Buch said. **PRASHANT K. NANDA**

Daily Excelsior
Jammu
November 3, 2010



R K Sharma, Chairman and Managing Director of the NIIT Jammu Franchisee along with faculty members and students cutting the cake during celebration of NIIT's 29th Foundation Day.

NIIT celebrates 29th Foundation Day

Excelsior Correspondent

JAMMU, Dec 2: NIIT, IT Trainer celebrated its 29th Foundation Day in a function, here today.

The Foundation Day of NIIT was celebrated at all the centers of Jammu region and these also observed World Computer Literacy Day.

R K Sharma, Chairman and Managing Director of the NIIT Jammu Franchisee in the presence of faculty members and students celebrated the Day. He stated that NIIT has been contributing its resources for making the people computer literate and stand by its initial slogan

of bringing computers and people together.

During the function, two highly subsidized programmes to make students computer literate and enable them to harness the power of social media like face book, twitter and use of other internet tools were launched.

Mr Sharma stated that programmes are most suitable for students, housewives, senior citizens serving people and people in educational field as it enables them to use this wonder machine in making their day to day life more efficient and easy

FP AWARDS 2010

EXPEDITING IT REVOLUTION



The winner of the 'Franchisor of the Year 2010' award for developing and demonstrating the best business model in IT Education, NIIT is a household name in India and a leading global IT education provider



National Institute for Information Technology (NIIT) is a leading talent development corporation, building skilled manpower for global industry. The company set up in 1981, to help the nascent IT industry overcome its human resource challenges, has today grown to be amongst world's leading talent development companies offering learning solutions to individuals, enterprises and institutions across 40 countries.

NIIT's training solutions encompass five million learners every year, its expertise in content development, training delivery and education process management make it the most preferred training partner, worldwide.

Research-based innovation has enabled the organisation to develop programmes that use cutting-edge instructional design methodologies

and training delivery. It was over 25 years ago that NIIT committed itself to developing manpower for India's nascent IT sector. In doing so, it not only pioneered a brand new industry – the IT training segment – it also fuelled entrepreneurship in the country. Further strengthening NIIT's vision of developing global talent, are its enduring relationships with leaders in the technology and content space. NIIT works closely with global leaders such as Adobe, Cisco, Citrix, EMC, Intel, Microsoft, Oracle, SAS, and Sun on their platforms.

Within a few years, NIIT launched its most impressive innovation yet – a path-breaking franchisee-based business model, which earned it the epithet of "the McDonalds of the IT training world" by none other than the Far Eastern Economic Review. Using this model, NIIT transformed many young Indians from good families, into ambitious

entrepreneurs, focused on providing high quality IT training, efficiently and profitably.

While NIIT's business partners remain its key strength, the company also provides an edge to its partners, particularly in the highly competitive global IT training landscape. Entrepreneurs that join the NIIT family gain the advantages of the powerful NIIT brand, which accords instant recognition. Companies also benefit from participating in the IT training sector, which is expected to snowball into an even bigger business opportunity in the future.

Today, using a balanced mix of instructor-led computer-based and web-based training, NIIT is poised to enter hitherto unexplored markets where there is a demand for quality computer education. The company is seeking franchisees who can share its vision and goals and deliver on its promise of "bringing people and computers together."

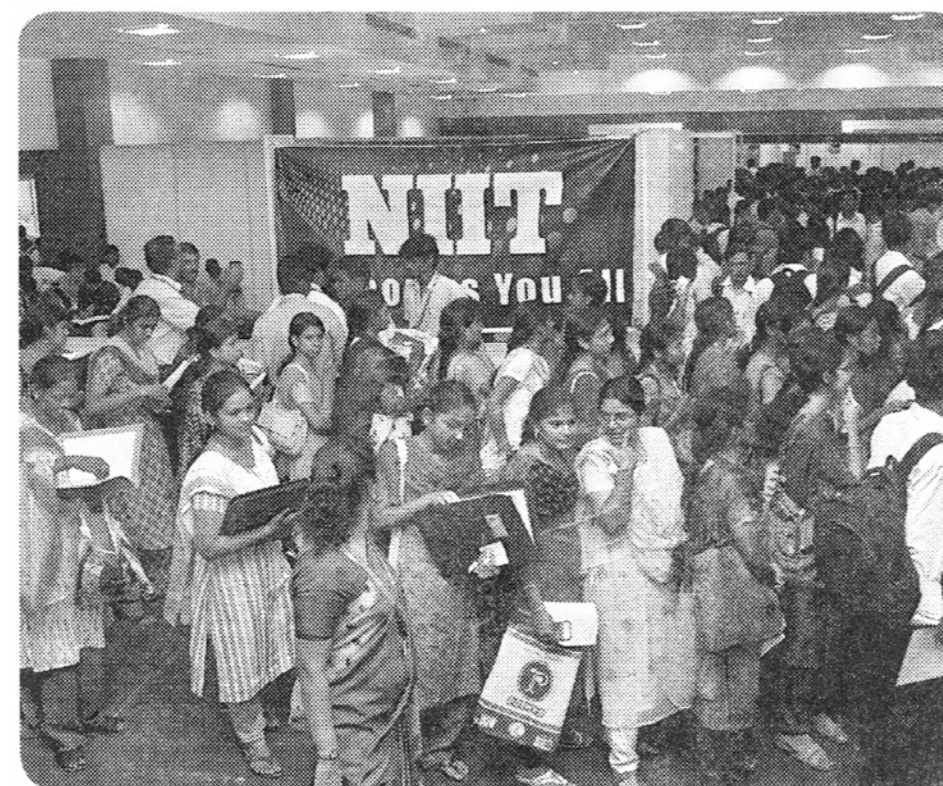
Shampi Venkatesh is currently the Head of Operations and Channel, Individual Learning Solutions (ILS) with NIIT. She is responsible for Business Operations at the ILS Centres across the country along with Channel Development. She plays a significant role in developing and executing growth and operational strategies to drive high-volume business transaction and revenues for the division.

With more and more students opting for IT, NIIT is their preferred destination for quality education. Currently, the group has a network of more than 3,500 centres across 40 nations, offering a unique franchise business model.

Ushering in a new model in higher education is the not-for-profit NIIT University, established in 2009 with a vision of being the leading centre of innovation and learning in emerging areas of the Knowledge Society. ■

Events

JOB FAIR ORGANISED



NIIT organised an IT job fair in Chennai on November 20. More than 3,000 students attended it. Around 800 students were shortlisted by companies like IBM, Dell, Servion Global, Mobile Worx, Temenos, Merrill Coporation, Aspire System, Williamslea, ADFC, Financial Software and Systems ■

Daily Excelsior
Jammu
December 17, 2010

NIIT organizes seminar on finance, accounting

Excelsior Correspondent

JAMMU, Dec 16: The NIIT



organised seminar on Career Opportunities in Finance and Accounting and launched its new diploma course in Tally 9 ERP, here today.

Harish Rajput, Regional Head of the Tally Solution Private Limited, was the resource person, who launched the programme on the occasion. While addressing, he stated that lot of opportunities have been

existing for young undergraduates in the field of computerized accounting based Tally software. He discussed at length various job profiles available after qualifying programmes on Tally.

Rahul Sharma, Director, Jammu NIIT Franchisee Company, stated that NIIT has already established its credentials, operating in Jammu for the last nearly two decades and providing diploma programmes for IT related job/skill development which were conducted from time-to-time. He also thanked Harish Rajput for awakening students on the occasion.

Hindu Business Line
New Delhi
December 8, 2010

NIIT signs pact with Salesforce.com

New Delhi, Dec. 7

NIIT Ltd, Asia's largest IT trainer, has signed an agreement with enterprise cloud computing company Salesforce.com to offer training programmes on Salesforce.com CRM Management and Force.com. "NIIT will now become Salesforce's authorised training reseller across India to promote, sell and deliver these courses from Salesforce. The company will offer training programmes in Salesforce CRM for administrators, developers, and consultants and to the working professionals and freshers as well," an NIIT statement said. The programme, developed and managed by Salesforce.com, is aimed at equipping professionals with cloud computing technologies. The programme will train professionals and freshers to implement and manage Salesforce products. - **Our Bureau**

Hindu Business Line
Hyderabad
December 8, 2010

NIIT forges alliance with Salesforce.com

NEW DELHI: NIIT has signed an authorised training reseller agreement with Salesforce.com, the enterprise cloud computing company and leader in customer relationship management. Under this agreement, NIIT will offer training programme on Salesforce.com CRM Management and Force.com.

Ahmedabad all set to checkmate Mexico

Lady Adjudicator From Guinness Book Arriving In City From London Today

Ajit Bezbaruah | TNN

Ahmedabad: With less than 48 hours to go for the mega event on December 24 when 20,000 players will gather at the GMDC ground here to play chess, and in the process, checkmate Mexico's Guinness world record of the largest number of chess players

the Guinness Book has already started from London.

"We can't divulge the name of the adjudicator now but yes it is true that she is a lady and is coming from London," said a source closely associated with the event.

Participants from distant places like Saurashtra, Surat and Nadiad are arriving on

arbitrators, one technical official and one computer controller who will keep tab of the results.

"We have already forwarded the guidelines to the organizers some four-five months ago and are here to guide them to successfully stage the event," a consultant of a private firm which is working closely with



One of the makeshift halls for the world record-breaking chess event at GMDC ground in Ahmedabad

playing the game together at the same time.

El Zocalo, Mexico City's central square, holds the record with 13,446 players assembling to play chess on October 21, 2006. Former world champion Anatoly Karpov was the guest of honour then. It will be current world champion Viswanathan Anand here.

For more than 10 months now, Gujarat State Chess Association (GSCA), NIIT and the Gujarat government have been working together to make this event a success. And now everything is in place. A lady adjudicator from

Thursday. The venue is getting last-minute attention and officials are busy arranging for the visitors accommodation etc. Gujarat's only grand-

RECORD MOVE

master Tejas Bakre will also take part in the event and Pravin Thipsay will be keeping Anand company.

That day will see 1000 masters play simultaneously against 20,000 participants (one master against 20), divided in 64 squares with 320 participants in one square where there will be 16 masters, three

the organizers said on condition on anonymity.

"There are some basic points in the guidelines which needs to be adhered, like the duration of play—all matches should be complete within two hours and mandatory numbers of masters, arbitrators and technical officials who should be part of the event. More importantly 80 per cent of the matches have to be complete for the event to be registered in the Guinness Book," the consultant added.

The event is scheduled to start at 2 O'clock on Friday afternoon.

20480 chess players create Guinness record

A'bad Checkmates Mexico's Count In Massive Mobilisation

Ajit Bezbaruah | TNN

Ahmedabad: December 24 holds a special place in Viswanathan Anand's life — he had won his first world championship on this day in 2000 beating Alexi Shirov in Tehran.

On Friday, the chess champion also anchored Ahmedabad to a new Guinness record — where the highest number of chess players congregated to play the game.

A smiling Anand who rang the bell to start the proceedings, and was in the thick of things all through the mega event, was visibly thrilled to



MEGA MOVE: The record-breaking chess event at GMDC ground on Friday

see Ahmedabad create the new record. In all 20,480 players got to-

gether to play chess against 1,024 masters and break Mexico's existing

record of 13,446 players created in 2006. There was a thunderous roar of approval from the crowd when Guinness adjudicator Tarika Wala announced that Ahmedabad holds the new record. She also applauded the fact that there were 140 blind players in the line-up.

► Checkmate: Ahmedabad blitzes into record books, P 22

Ahmedabad sets Guinness mark in chess

Mahesh Langa

sportsdesk@hindustantimes.com

AHMEDABAD: The sprawling grounds at the Gujarat University in Ahmedabad looked like one giant chess board with as many as 20,480 players packed into the area divided into 64 huge squares on Friday. The end result was an entry into the Guinness Book of World Records for most number of chess games played simultaneously at a single venue.

The festive atmosphere at the venue was boosted by the presence of world champion Viswanathan Anand, who oversaw Ahmedabad break the previous record, set in 2004 involving 13,446 players in Mexico City. Around 140 visually challenged players also took part in the record-breaking effort.

Anand was delighted: "It is no doubt one of the best days of my life," he said. "I've never seen a chess event of this scale. I am sure we will



■ Viswanathan Anand makes a move here. HT PHOTO

produce many more world masters now." The special representative from the Guinness Book of

World Records, Tarika Vara, said at the conclusion that it was indeed a record.

"I am truly amazed with the talent and turnout here. It is a great pleasure to announce that 20,480 played chess at this place simultaneously, and have created a new world record," she announced.

Anand later played simultaneous chess against 64 players, including film star Pares Rawal and theatre personality Mohan Joshi to wrap up the event.



Vijay K. Thadani, CEO, NIIT & Founder, NIIT University shares how IT is helping NIIT meet its rural goals.

IT's Rural Reach

BY SNEHA JHA

1981 was a mixed year. It saw the birth of the IBM PC and it was also when India witnessed rampant unemployment. The country had six lakh unemployed graduates and newspapers were filled with stories of how men with master's degrees worked as bus conductors for a lack of choice.

India's nascent IT industry promised to change that if only it could find the skills it needed. That demand led to the birth of NIIT. It soon established itself as a pioneer in the global talent development industry. Not only has the organization enhanced the employability of millions across the world, it has brought the marginal into the mainstream. In this interview, Vijay K. Thadani, CEO, NIIT, talks about that journey and NIIT's rural push.

CIO: NIIT's mission is to bring people and computers together successfully. What's the last 29 years been like?

Vijay K. Thadani: Adding the word 'successfully' to our mission statement was one of the best decisions we ever took because it gave us a new lens to look at the larger picture. It made us realize that our mission was not bringing people and computers together just for the sake of bringing them together, but to make sure that people benefit from the use of computers. We wanted to make every Indian computer-literate. Then in the 90's

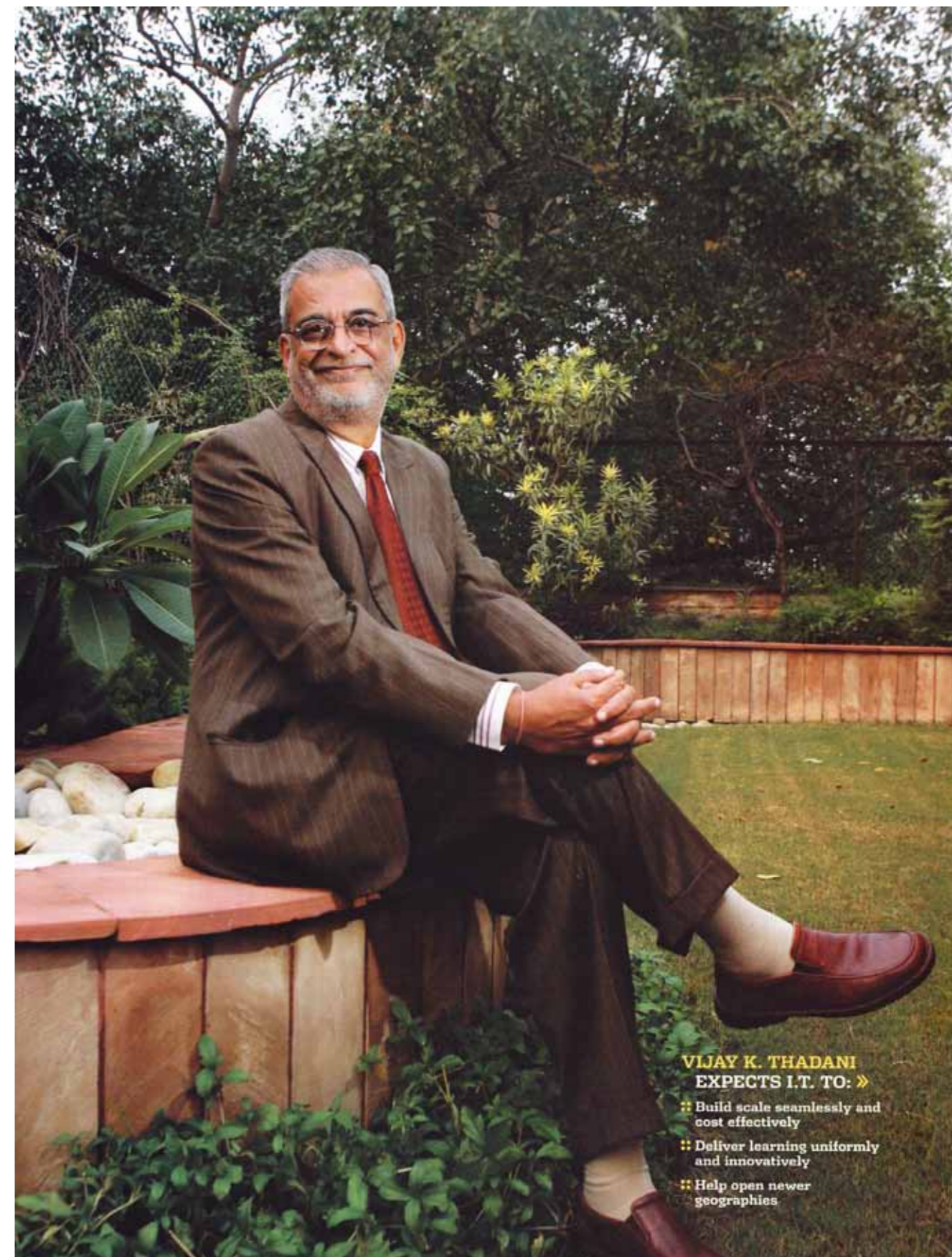
we sat down and asked ourselves: "Why only make every Indian literate? Why not the whole world?"

How have you done that?

» I can give you a couple of instances of NIIT's experiments with our minimally invasive education approach and our involvement in rural India. By design our approach is very inclusive, which means that we deliver value at every level of affordability and every point of infrastructure availability—or lack of it.

Our Hole in the Wall initiative was a great experiment of reaching the 'unreached', all those children who do not make it to schools. They live below the poverty line and do

VIEW FROM THE TOP is a series of interviews with CEOs and other C-level executives about the role of IT in their companies and what they expect from their CIOs.



VIJAY K. THADANI EXPECTS I.T. TO: »

- Build scale seamlessly and cost effectively
- Deliver learning uniformly and innovatively
- Help open newer geographies

Times of India
Ahmedabad
December 28, 2010

A'bad checkmates Mexico City

Ahmedabad created a new Guinness record on December 24 when 20,480 people played chess against 1,024 masters to break Mexico City's record of 13,446 players, created in 2006. A pet project of Gujarat chief minister Narendra Modi, NIIT and Gujarat State Chess Association it took them almost 10 months to get the players together. "One can't imagine how incredibly proud I am today. This event will be as close to my heart as all my world championship titles," said world champion Vishwanathan Anand, who was present at the GMDC ground to witness the effort.



Assam Tribune
Guwahati
December, 2010



Delhi Chief Minister Sheila Dikshit after conferring life time achievement awards to eminent painter Ram Kumar and grandmaster Vishwanathan Anand, in New Delhi on Tuesday. – UNI

The Times of India
New Delhi
November 15, 2010

SECOND ANNUAL LECTURE

The not-for-profit NIIT University hosted the second annual lecture by Karan Singh, chairperson, NIIT University and Member of Parliament, at the NIIT University campus in Neemrana on November 13. Singh said that the modern education system should be inter-disciplinary in approach so that students are not only exposed to the latest technology, but also get a glimpse of India's rich, pluralistic, multi-faceted spiritual and intellectual heritage. Gurcharan Das, acclaimed author, addressed the audience on 'The Importance of Being Humane.' Rajendra S Pawar, founder, NIIT University and chairman, NIIT Limited, Rajeev Shorey, president, NIIT University, and other eminent guests were also present on the occasion.

Asian Age
Mumbai
December 25, 2010



Grandmaster Viswanathan Anand makes a move against one of his opponents in the Swarnim Chess Mahotsav 2010 in Ahmedabad on Friday. Over 20,000 players created a new Guinness world record by taking part in the event. PHOTO: PTI

Ahmedabad Mirror
Ahmedabad
December 24, 2010



DAY OF RECKONING

Led by world champions Viswanathan Anand, 20,000 players to play chess simultaneously with 16 masters at GMDC ground today to set a world record

AHMEDABAD MIRROR BUREAU

Historic achievement by Gujarati sportsmen are few and far between. But the GMDC ground in Ahmedabad is all set to witness a record being set on Friday.

Twenty thousand people will assemble at the ground and play chess in an attempt to create a Guinness world record in chess of the largest number of players playing the game simultaneously

at one venue.

The current record is held by Mexico City. They set a new record for simultaneous chess games in December 2006 when 13,446 players faced off at the same time in a vast Spanish colonial square at the heart of the former Aztec empire.

The initiative to set a record in chess was taken by none other than Chief Minister. Narendra Modi almost a year back. Ever since, the government machinery,

the Gujarat State Chess Association and NIIT have been working hand in hand to make the event a success.

The record breaking event will be led by world chess champion Viswanathan Anand, who will play with 50 players.

The ground has been divided into eight squares. Each square will have 320 players and 16 masters. One master will play with 20 players. Eighty per cent of the matches have to be completed in

a span of two hours for the record to be notified in the Guinness Book. An adjudicator from the Guinness Book has already arrived in the city from London and she will confirm the record as and when the games are over.

"All arrangements are in place. We are really hopeful that by Friday evening the grand chess event at GMDC ground will find its name in Guinness Book of Records," said Mayur Patel, secretary Gujarat State Chess Association.

Guinness record move: Let the games begin

Amdavad's Campaign To Enter Record Book Reaches Its Crescendo At GMDC Ground Today

TIMES NEWS NETWORK

Ahmedabad: "Everything is in place. We have left no stone unturned in trying to make this event a success. Now we can just pray that no untoward incident mars the day," a consultant of from private firm which is working closely with the organizers said on condition on anonymity.

What more for preparation when one finds the cooks at work from Thursday evening onwards in preparation for Friday's breakfast, lunch and dinner for the participants and guests. More than 700 volunteers and 600 sector supervisor will be on duty to monitor each and every squares on the "chess board" that has been created on the GMDC ground.

"We have tried to take into account every details starting from the players arrival, where they will sit, where they will collect their lunch coupon, where they will eat and which way they will proceed once the game is over. We have also kept 200 masters on standby in case of any emergency," the consultant added.

"No one can even imagine that this was that barren GMDC ground here till yesterday. We actually saw a picture of Mexico taken from a helicopter where they have created a similar setting. We went one step ahead in giving similar coloured clothings to the participants as well. So all participants in the white block will be wearing white caps and white T-shirt and same goes for the black block as well," an official said.

Participants are expected to stream in from 7 am in the morning and registration will start from 9 am onwards. The actual event will get under way at 2 pm and it should be over within two hours in keeping with Guinness guidelines. The lady adjudicator from London's Guinness office is scheduled to make the announcement at the completion of the event.

Keep all fingers crossed.



CHEQUERED FUTURE: The tables to accommodate 20,000 chess players arranged in the 64 squares of the chess board at GMDC ground

NIIT

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