

**NIIT bhavishya jyoti scholarships**  
NIIT Education Correspondent  
NIIT centres across India will have the option to choose from 100+ career programmes. This will include postgraduate and diploma programmes. "This will be a big step for students who are looking for quality education and career growth opportunities."

**MS Partners with NIIT to Train Women IT Pros**  
Microsoft has partnered with NIIT to train women in IT skills. The programme is aimed at providing women with the necessary skills to enter the IT workforce. NIIT will provide the training and infrastructure, while Microsoft will provide the content and certification.

**Top Firms Hire Over 200 Students from NIIT University**  
NIIT University has placed over 200 students in various roles at leading companies like ICICI Bank, Amazon, IBM, and SAP. The placement season was highly successful, with many students receiving offers from top-tier firms.

**NIIT Appoints Patwardhan as New CEO**  
NIIT has appointed a new Chief Executive Officer (CEO) to lead the organization. The new CEO is expected to focus on expanding NIIT's global presence and enhancing its educational offerings.

**Enter the Dragon**  
Indian companies are increasingly looking to expand their operations in China. This is due to the country's large market and growing economy. NIIT is also providing training and support for Indian professionals looking to work in China.

**Graduate Employability Test**  
NIIT has launched a Graduate Employability Test (GET) to assess the skills of graduates. The test is designed to help employers identify the most qualified candidates for their organizations.

**All about cloud computing**  
Cloud computing is revolutionizing the way businesses operate. It allows companies to store and access their data and applications over the internet. This offers many benefits, including scalability and cost savings.



## NIIT Appoints Patwardhan as New CEO

PTI

**New Delhi:** Implementing its succession plan, IT training solutions firm NIIT on October 6 appointed Rahul Keshav Patwardhan as CEO designate, who will take charge on April 1 next year.

It's for the first time that a non-promoter has been appointed as the CEO of the company. NIIT was established in 1981 by Rajendra Pawar, Vijay Thadani and P Rajendran and Thadani was the CEO of the company since its inception.

The NIIT Board has approved that Thadani shall become Vice-Chairman and Managing Director and Rajendran shall become Joint Managing Director whereas Pawar shall continue to be the Chairman of the company.

A host of other companies including Infosys, HCL Technologies and Wipro have implemented the succession plan wherein professionals were given executive roles for running the day-to-day affairs of the company while promoters themselves held a non-executive position. "Mr Patwardhan, who has joined today, shall take charge as Chief Executive Officer of NIIT Limited on April 1, 2015," NIIT said in a statement.

Patwardhan had earlier worked with NIIT group from 1984 to 2004 before joining as CEO of Logica India in 2005. He later moved to Europe headquarters of Logica as MD, Global App Services P&L business. A production engineer, with an MBA from IIM Kolkata, Patwardhan joined NIIT in 1984 and began his career in management consulting, corporate and individual IT training and software services. During the last part of his 20-year career with the NIIT group, he was the President of Europe and APAC software business in NIIT Technologies.

The Economic Times, Bengaluru  
October 7, 2014



## NIIT to train 40,000 engineers

NEW DELHI, Nov 1 (PTI): Talent development firm NIIT has partnered Institute of Electrical and Electronics Engineers (IEEE) with an aim to provide training to 40,000 engineering graduates in next three years.

The IEEE is the world's largest professional association dedicated to advancing technological innovation. It has more than more than 2,190 chapters and has major tech firms like AMD, AT&T and Cisco as corporate members.

"Although nearly 13 lakh students study in the universities in India, around 80 per cent of these graduates are considered not job-ready by employers," NIIT Executive Director P Rajendran told reporters here.

He added that through this course, NIIT will bring SWEBOK and other IEEE educational and skill development programmes to NIIT's over 500 centres.

"With an aim to bring engineers at par with the global industry standards, we plan to train over 40,000 engineering graduates in SWEBOK training programs in next three years. In the first year, we expect to train 5,000-8,000 and go higher from there," NIIT President Futurz Amitabh Lahiri said.

The company is working out the details of the centres where the course will be available. It is expected to be rolled out from December onwards.

Assam Tribune, Guwahati  
November 2, 2014



## NIIT to train 40,000 IEEE-certified engineers in 3 years

Press Trust of India | New Delhi October 31, 2014 Last Updated at 18:26 IST

Talent development firm NIIT has partnered Institute of Electrical and Electronics Engineers (IEEE) with an aim to provide training to 40,000 engineering graduates in next three years.

IEEE is the world's largest professional association dedicated to advancing technological innovation. It has more than more than 2,190 chapters and has major tech firms like AMD, AT&T and Cisco as corporate members.

"Although nearly 1.3 lakh students study in universities in India, around 80 per cent of these graduates are considered not job-ready by employers," NIIT Executive Director P Rajendran told reporters here.

He added that through this course, NIIT will bring SWEBOK and other IEEE educational and skill development programmes to NIIT's over 500 centres.

"With an aim to bring engineers at par with the global industry standards, we plan to train over 40,000 engineering graduates in SWEBOK training programs in next three years. In the first year, we expect to train 5,000-8,000 and go higher from there," NIIT President Futurz Amitabh Lahiri said.

The company is working out the details of the centres where the course will be available. It is expected to be rolled out from December onwards.

According to a report by Aspiring Minds Assessment, only 18.43 per cent engineers are employable for the software engineer-IT services role, while just 3.95 per cent are trained to be directly deployed on projects.

For core jobs in mechanical, electronics/electrical and civil jobs, only 7.49 per cent engineers are employable.

"By forging this strategic partnership with NIIT, we look forward to taking the SWEBOK and other IEEE educational and skill development programs global. We are glad to have come together with NIIT to reduce the skill gap among engineering graduates throughout India," IEEE President and CEO Roberto de Marca said.

NIIT and IEEE Computer Society will provide three courses based on the SWEBOK certification -- SWEBOK Certificate Program (SCP), The Certified Software Development Associate (CSDA) and Certified Software Development Professional (CSDP).

[http://www.business-standard.com/article/pti-stories/niit-to-train-40-000-ieee-certified-engineers-in-3-years-114103101188\\_1.html](http://www.business-standard.com/article/pti-stories/niit-to-train-40-000-ieee-certified-engineers-in-3-years-114103101188_1.html)



## Top Firms Hire Over 200 Students from NIIT University

Press Trust of India

**Neemrana:** Leading companies like ICICI Bank, Amazon, IBM, PricewaterhouseCoopers and SAP Labs have hired over 200 students from NIIT University here.

During this year's placement season, students were also offered jobs by KPMG, MakeMyTrip, Ibibo Group, PayU India, SMU Singapore, Cognizant, Fortis, Innovaccer; NIIT University (NU) said after the students were given degree certificates.

A total of 236 students were awarded degree certificates for successful completion

of various programmes at NU.

**Cos that offered jobs include, KPMG, MakeMyTrip, Ibibo Group, PayU India, SMU Singapore, Cognizant, Fortis, Innovaccer**

"Industry linkage is the first of our four core principles... What we need to recognise is building superior choices for the society. It can't be possible unless we have research at the university," said Rajendra S Pawar, chairman, NIIT and founder NU, while addressing the students at the convocation ceremony.

"...industry aligned and research focused training that they (students) have received at NIIT University will help them carve winning careers," said K Ramkumar, Executive Director, ICICI Bank.

The five-year old university has collaborated with organisations such as ICICI Bank, Microsoft Research, IBM Research, Ruckus Wireless, Alcatel-Lucent, Bell-Labs Research, SASKEN Communication Technologies and Research in Motion.

The university runs industry-linked courses such as MTech in geographic information system in collaboration with ESRI and MBA in finance and banking in partnership with ICICI Bank.

NU offers BTech in computer science and engineering, biotechnology and electric and communication engineering, MTech in educational technology, embedded solutions and convergence, computing and communication, MTech in GIS, MBA finance and others.

of various programmes at NU.

The Economic Times, Pune  
November 4, 2014



## Graduate Employability Test

The NIIT recently launched the Graduate Employability Test (GET) to enable graduates choose a career that matches with their abilities and interests. 'GET 2014' will be conducted by NIIT nationwide, on November 16, 2014.

The application forms for the test are available at NIIT centers across the country. Graduates as well as final year graduating stu-

dents can register for the NIIT GET at [www.niit.com/get](http://www.niit.com/get) to apply online. The last date to apply for the test is November 15, 2014. GET test takers can get scholarships up to 35 per cent based on their merit. Every student undergoing the test will receive a personalised graduate employability score-card. Candidates will also be entitled for an individualised career consultation from industry experts. NIIT will also provide

placement assistance on post graduates and diploma programmes.

Speaking on the occasion, Shivan Bhargava, group president, skills and careers group, NIIT Ltd, said: "NIIT's GET will enable students to judge aptitude and accordingly focus on new-age career options. It'll help graduates to choose from over 800 new age career options available in the emerging job market".

Pioneer, Chandigarh, November 5, 2014



► एनआईआईटी यूनिवर्सिटी के चौथे दीक्षांत समारोह में 236 स्टूडेंट्स को आईसीआईसीआई बैंक के एजीक्यूटिव डायरेक्टर के. रामकुमार ने डिग्रियां प्रदान कीं।

Dainik Bhaskar, Jaipur, November 5, 2014



### Showing the way

The NIIT has launched a Graduate Employability Test to enable graduates to choose a career that matches with their abilities and interests. The test will be conducted on 16 November. The application forms are available at NIIT centres across the country. Graduates as well as final-year students can register by filling the GET application form. Students can also log on to [www.niit.com/get](http://www.niit.com/get) to apply. The deadline is 15 November. The test takers can get scholarships up to 35 per cent based on their merit.

Every student undergoing the test will receive a personalised graduate employability scorecard. NIIT will also provide placement assistance on postgraduate and diploma programmes. "This will enable students to judge their aptitude and capabilities. The test will help graduates to choose from over 800 career options available in the emerging job market," said Shivan Bhargava, group president-skills and careers group, NIIT Limited.

The Statesman, Kolkata  
November 7, 2014



## Indians abroad should become partners in its progress

Press Trust of India

NIIT Institute of Finance Banking and Insurance Training (IFBI), NIIT University and Kotak Mahindra Bank have collaborated to launch a Post Graduate Diploma in Banking and Relationship Management.

The entities have entered into a tripartite Memorandum of Understanding (MoU) to launch the 12-month course, which will be offered at NIIT University, a statement said.

The programme aims to develop and empower professionals with necessary skills and knowledge to undertake various roles in banking and financial services.

NIIT IFBI and NIIT University will pro-

vide training to students, organise academic sessions in specialised areas of applied banking/financial/relationship management topics and also impart business and cultural orientation.

Upon successful completion of the programme, the students will get an opportunity to join Kotak Mahindra Bank as Probationary Officers.

"This programme will equip them in various aspects of jobs in BFSI. Banking is going to play a significant role in India's progress, and this programme will help create a pool of competent professionals in this sector," Kotak Mahindra Bank Executive Vice President Human Resource Amitabha Sen said.

**UPON SUCCESSFUL COMPLETION OF THE PROGRAMME, STUDENTS WILL GET AN OPPORTUNITY TO JOIN KOTAK MAHINDRA BANK AS PROBATIONARY OFFICER**

The students will also undergo an industry-linked exhaustive internship at Kotak Mahindra Bank during the course duration.

"The programme will help identify and professionally train manpower for the bank, while empowering aspiring youth to access challenging careers in the banking sector," NIIT IFBI President Bimal Jain said.



■ Anand Sharma founded Super 30 in Patna, Bihar in 2002 FILE PHOTO

Hindustan Times Edge, New Delhi, November 7, 2014



## All about cloud computing

CAREER COUNSELLING



USHA ALBUQUERQUE

I am a final-year B.Tech student of computer science. I want to do my final semester training in cloud computing. Where can I study this subject?

—Rahul Rajendran

Cloud computing refers to many different types of services and applications being delivered through the internet cloud. In cloud computing, the hardware and software are placed in a distributed manner and connected to form a 'cloud' and the applications or services are served as Software as a Service (SAAS).

Since it is still an evolving market, there are hardly any full-time courses exclusively on cloud computing. However, most B.Tech (IT, computer science, etc) and M.Sc (software engineering, computer science and so on) courses offer mod-



THINKSTOCK

ules on basics of cloud computing and its practical applications. NIIT and IIIT (Indian Institute of Job Training) offer some certificate courses on the subject. IBM too has started a course on cloud computing.

Though an engineering background is not mandatory, development skills such as AJAX, SOAP, web services like dot net, Java, testing skills will be handy to sustain and grow. Even experience with virtu-

alisation technologies such as VMware, or running servers, infrastructures, etc can help you in your career.

I am a third-year mechanical engineering student wanting to pursue M.Tech/MS in biomedical engineering. Please tell me whether to go for GATE or GRE and also about the institutions offering this course in India.

—Ashwin

Biomedical engineering is a relatively new discipline which

is a career of the future, and one best suited to those who are technically sound, enjoy research work and are deeply interested in developing cutting edge technologies. There are many excellent institutes offering M.Tech in biomedical engineering in India and you may not require to seek admission abroad.

Some of the institutes include IITs in Mumbai, Kanpur, Hyderabad, and Banaras Hindu University, IIIT Allahabad, NITs in Allahabad and Rourkela, Vellore Institute of Technology, Manipal

Institute of Technology, and many others.

Selection is based on the score in the Graduate Aptitude Test in Engineering, or the university entrance test. You will require to qualify the GRE exam only if you plan to study M.Tech in the US.

Send your queries at [Heducation@hindustantimes.com](mailto:Heducation@hindustantimes.com) or to Career Counselling, HT Education, 1st floor, HT House, 18-20, KG Marg, New Delhi-110001. The columnist is director of Careers Smart, and author of the Penguin India Career Guides Vol 1 and 2. Ph: 011-40552321

Hindustan Times, Chandigarh, November 5, 2014



**Empowering women** Bhaskar Pramanik, Chairman, Microsoft India, Alison Cunard, GM, Microsoft, Rajendra Singh Pawar, Chairman, NIIT LIMITED, and Vijay Thadani, CEO, NIIT, at a press conference in New Delhi on Wednesday. KAMAL NARANG

## NIIT, Microsoft join hands to attract women talent in IT sector

OUR BUREAU

New Delhi, October 1

NIIT will partner with Microsoft India for 'Women in Tech' initiative, which would offer specialised courses to girl students and women, to attract and retain women talent in the IT industry.

Under the partnership announced on Wednesday, NIIT

will roll out eight new specialised courses across its 500 centres to train and certify women in latest Microsoft technologies. Each course would range from ₹7,000 to ₹10,000 and would be offered via NIIT cloud campus, said Vijay Thadani, CEO, NIIT.

"The aim is to get a million women interested in technol-

ogy in 5,000 schools and colleges across 200 cities in the next one year," Thadani said, adding that it would also offer scholarships worth ₹5 crore.

The courses would be on mobile apps, cloud computing, big data, software testing, etc. Post this, the company would also organise job fairs in top 10 cities for women.

Hindu Business Line, New Delhi, October 2, 2014



## MS Partners with NIIT to Train Women IT Pros

PTI

**New Delhi:** Microsoft has partnered with IT training solutions firm NIIT Ltd for the tech giant's 'Women in Tech' initiative in India, which among other things aims to train and mentor women IT professionals. Recently, Microsoft announced its plans to train and mentor one million women students, women IT professionals and women entrepreneurs in the next 12 months in India. NIIT will be the learning partner of Microsoft and roll out the initiative across 5,000 schools, colleges and centres across 200 cities.

"Through this initiative we aim to double the number of women professionals in the Indian IT industry over the next few years. We are excited to partner with NIIT," Microsoft India Chairman Bhaskar Pramanik said here. NIIT will provide specialised consultation sessions and additional test preparation modules for aspirants to successfully validate their skills and acquire globally recognised professional

certifications, he added.

NIIT Chairman Rajendra Pawar said students will have the option to choose from NIIT's new-age programmes - FutureSmart series of digital literacy courses, 8 new Technology Skill Enhancer courses addressing technology mega-trends like Cloud and Mobile App Development, Big Data, Cloud Computing and Virtualisation.

**NIIT will be the learning partner of Microsoft and roll out the initiative across 5,000 schools, colleges and centres across 200 cities**

"Besides, a Post Graduate Programme in Cloud Computing and IT Management and a certificate programme in App Development have also been launched.

Participants will benefit from the convenience and new-age learning environments provided by NIIT's Cloud Campus and Microsoft's Virtual Academy," he added.

NIIT Ltd CEO Vijay Thadani said NIIT and Microsoft have been strategic partners for over two decades with the unified purpose of developing contemporary talent pool for the Global IT Industry.

"Through our 'IT Wizard' workshops, we will introduce school girls aged 13-16 years across 4,000 schools to the exciting world of IT. Further, a campus connect programme will reach out to young women in over a 1,000 colleges and encourage them to participate and contribute to the dream of a Digital India," he added. Microsoft Learning General Manager Alison Cunard said the Women in Tech initiative in India is a chance for Microsoft to help women and India fill the IT-skills gap.

The Economic Times, New Delhi, October 2, 2014



## NIIT to partner with Microsoft for 'Women in Tech' initiative

NIIT Limited, the Global Talent Development Corporation will partner with Microsoft India on its significant 'Women in Tech' initiative that has been designed to provide, attract and retain women talent in the IT industry. As the Primary Learning Partner, NIIT will utilise its nationwide network to train and certify female students and women in the latest Microsoft technologies, through Technology Skill enhancer courses. This will enable young girls and women in the country to find suitable careers in IT and accelerate their growth in the fast-evolving IT industry. The initiative will target female school students, young women students in STEM (Science, Technology, Engineering and Maths) colleges, women IT professionals and women entrepreneurs. As an invitational offer, special scholarships will be offered to women for a range of programmes till December 31. Additionally NIIT will organise about 25 job fairs in the top 10 cities exclusively for women aspirants during the next 12 months. Associated career counselling and mentoring will also be provided.



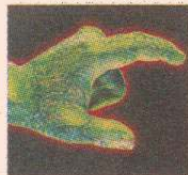
RS Pawar, Chairman, NIIT, Alison Cunard, GM, Microsoft Learning, Bhaskar Pramanik Chairman, Microsoft India and Vijay Thadani, CEO, NIIT during the announcement

Indian Express, Hyderabad, October 6, 2014



## ETHICAL HACKING

### Securing the digital economy needs making use of the same skills that threaten it



The talk of 'ethical hacking', or breaking into digital systems and networks for the right reasons, has been around for a few years now. While episodes like the recent leak of private photographs of celebrities impart a great deal of stigma to hacking, it has also been long recognised that deploying hackers is the best way to diagnose vulnerabilities in digital security. To put it crudely, set a burglary expert to pre-empt a theft. The connotations of hacking aside, ethical hackers have been much sought after—the International Data Corporation (IDC) puts the global requirement of ethical hackers (the report calls them security professionals or network penetration testers) at 1.88 lakh by the end of this year.

Nasscom believes that India alone needs some 77,000 such professionals. But, despite the demand, ethical hacking hasn't really caught on as a profession—which is perhaps why we have only 22,000 professional hackers in India currently. Given India's large potential for internet penetration, the potential for e-commerce and online financial transactions, involving sensitive data, is also concomitantly large. Nasscom already values the current threat to India's digital security at \$8 billion annually. It is in this backdrop that universities and institutions developing and strengthening training in ethical hacking is to be welcomed. Such programmes are slowly gaining visibility in India—NIIT and the International Council of Electronic Commerce Consultants (EC-Council) have recently started a programme to train 15,000 in professional hacking. It is in the best interests of a digital economy that hacking moves from being a decried calling to being a respectable one.

Financial Express, New Delhi, October 14, 2014



## NIIT bhavishya jyoti scholarships

HT Education Correspondent  
hteducation@hindustantimes.com

With an aim to enhance employability of meritorious students by bridging the affordability gap and making them future-ready to meet the emerging needs of today's knowledge economy, NIIT has announced its Bhavishya Jyoti Scholarships. It will award fee waivers of up to ₹60,000 across the country. NIIT will be offering over 10,000 scholarships for its popular IT and new-age career programmes such as GNIIT/ diploma/postgraduate programme in SE (system engineering) and so on. In addition, applicants enrolling for

career programmes in the GNIIT series/diploma will be entitled to an assured merit scholarship.

According to a recent survey, companies are expected to go for aggressive hiring activities this fiscal, with 84% of employers surveyed indicating that headcount in their respective firms is set to increase in 2014-15 over the last financial year. As per Nasscom, the Indian IT-BPM (business process management) industry has demonstrated resilience and agility in the past years.

Technology has become an integral enabler for growth across sectors. Bhavishya Jyoti Scholarship awards fee waivers

to meritorious undergraduate and graduates students desirous of building successful careers in diverse industries.

Students who have scored 60% and above in their Class 12/graduation are eligible to apply for this scholarship. The scholarships will be awarded on the basis of the student's performance in their Class 12 board exams.

The application forms are available at NIIT education centers across the country. Students can also log on to [www.niitcloud-campus.com/bjs2014](http://www.niitcloud-campus.com/bjs2014) for more details. The last date to apply for scholarship is September 20, 2014.

Hindustan Times, Jaipur, October 15, 2014

## NIIT Bhavishya Jyoti scholarships to bridge gap for pupils

HT Education Correspondent

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**NIIT WILL AWARD FEE WAIVERS UP TO ₹60,000 ACROSS THE COUNTRY. IT WILL BE OFFERING 10,000 SCHOLARSHIPS FOR IT AND GNIIT PROGRAMMES**

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Hindustan Times Edge, New Delhi, October 17, 2014





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LEAD  
REVIEW

## PARTNERS IN GROWTH

**D**ESPITE LIVING IN A RAPIDLY globalising world, it might come as a surprise to some of us that over a hundred companies, each from India and China, are working successfully in each other's country. NIIT, Mahindra Tractors, Sundaram Fasteners, TCS and Tata Motors are some of the Indian firms that operate successfully in China. For India, China is now its biggest trading partner.

*The Silk Road Rediscovered* takes a close look at how Indian and Chinese companies can be more globally competitive by becoming successful in each other's markets.

Gupta is one of the world's experts on globalisation, Pande is the former CEO of TCS in the Asia Pacific region and Wang is the managing partner of the China India Institute. They make a compelling case for why the trade relations between India and China will be something to look out for in the coming decade. According to estimates, China and India will be the largest and the third largest economies in the world by 2030. The authors lay out the argument that in 15 years, trade between India and China will be among the ten largest and most

important bilateral trade partnerships in the world. As the book outlines it, both India and China are going through massive social and cultural transitions which, in turn, will force the two countries to relook at and re-establish the "Silk Route". While the India-China economic relationship has traditionally been defined by trade, in the future the relationship will be defined more heavily by investments than trade. The authors see India's increasing focus on manufacturing and invest-



BY DINESH MALKANI

ments to modernise the country's infrastructure as the driving forces for Chinese companies to look at India. The new government in India is looking at a huge infrastructure build out which will require large inputs of both capital and capital goods — China can offer both on very competitive terms. Global acquisitions by Indian and Chinese companies are another reason, the authors believe, that will drive deep engagement by both countries in each other's markets.

Both countries are beginning to see each other as one of the biggest and fastest growing markets and investment destinations for its companies. The CEO of one of China's top companies recently noted that they could never be a world leader without market leadership in India. Indian companies have very strong credibility in China in the IT sector and are growing in other sectors. As the economic ties

between both countries grow, people in India and China are learning rapidly about each other. There is a mutual understanding that competing successfully in each other's countries will make both Indian and Chinese companies more globally competitive.

As someone who has had the opportunity to be a country manager in both India and China, I found the detailed analyses, well-researched case studies and first-person accounts of senior executives deeply valuable. The authors offer vital insights on how to do business in both countries looking closely at the opportunities and challenges including joint ventures, bureaucracy and policy unpredictability. Given that the two countries are home to one-third of humanity, global leaders too will find the authors' arguments instructive. **EW**

Malkani is president, Sales, Cisco India and SAARC

Foreword by William Antholis  
Managing Director, The Brookings Institution

## THE SILK ROAD REDISCOVERED

How Indian and Chinese Companies  
Are Becoming Globally Stronger by  
Winning in Each Other's Markets



ANIL K. GUPTA,  
GIRIJA PANDE, HAIYAN WANG

WILEY

THE SILK ROAD REDISCOVERED: How Indian and Chinese Companies are Becoming Globally Stronger by Winning in Each Other's Markets

Girija Pande, Anil K. Gupta, Haiyan Wang; WILEY Rs 800



Dignitaries felicitating student while launching computer course to provide computer awareness among students.

## NIIT, HPL launches computer course

Excelsior Correspondent

JAMMU, Oct 22: Partnering with NIIT, HPL Bari Brahmna launched computer course to provide computer awareness and education to about 82 students from Fauji Public School at Rajinder Vihar, Patti-Rai Suchani, here. While welcoming the audience, Lt Col M S Salaria spoke about the need of computer awareness in transforming the educational landscape of India. Speaking on the occasion, Col Prem Singh, Director, NIIT, Bari Brahmna and Col Jammu reiterated the need of technology in the present era. He said, the focus of development in the rural areas

should aim at enriching the youth.

Manish Tandon, Regional Manager, HPL, J&K said that the programme will widen the horizons of education as well as future employability for the under privileged students.

Brig S S Jamwal, vice-chairman, J&K league thanked HPL and NIIT for installing computers, providing books and training the students thereby making them the first generation computer learners and taking technology into the classrooms.

Col Kulbir Singh, Col Virender Sahi, Col A S Jamwal, Col D S Salaria, besides Principal, staff and children graced the occasion.

Daily Excelsior, Jammu, October 23, 2014



Cover Story | BANKING & FINANCE

## IFBI-ICICI Bank's Certificate Course in Retail Banking Sales Management

### Fast Facts

**Course conducted by** ICICI Bank Sales Academy in collaboration with IFBI

**Eligibility** Graduates with flair for sales & communication skills MBA, B.Tech and BE are not eligible

**Duration** 4-week residential course plus 2-month's internship

**Fee** Rs. 30,000 (ICICI Bank to bear the cost)

**Stipend** Rs. 7400 during 2-month's internship

**Selection process** Aptitude test (MCQ with a mix of verbal, cognitive and numerical) followed by PI

**Job prospects** Will be absorbed as Sales Officer at ICICI Bank

### Relevance of the programme

ICICI Bank Sales Academy in collaboration with Institute of Finance, Banking & Insurance (IFBI) offers the four-week residential certificate course designed to cater to the need of trained sales professionals.

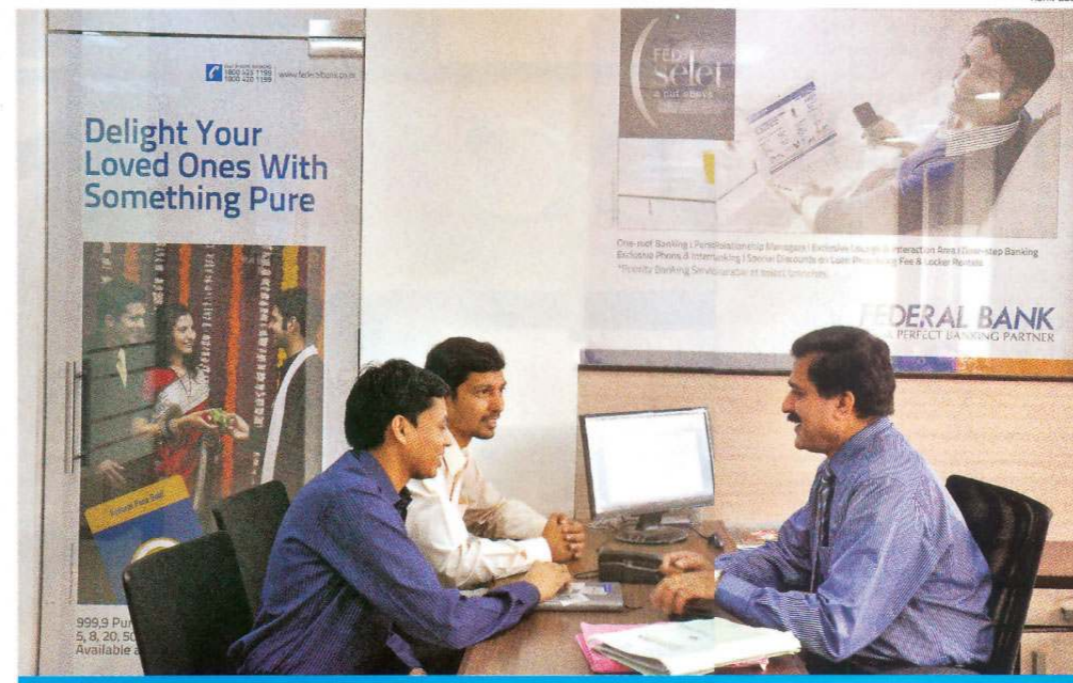
The course offers the students an opportunity to seek fast growing sales career focused on customer acquisition in the banking and finance domain.

### Course details

Graduates with high drive for sales & decent communication skills and those with zero to 4 years' experience can apply. However, MBA, B.Tech and BE are not eligible. Selection will be on the basis of aptitude test which comprises multiple-choice questionnaire with a mix of verbal, cognitive and numerical questions. It will be followed by personal interview.

### Unique features

Students get an overview and strategy of the ICICI bank; customer-service orientation; segmentation principles and product and process knowledge coupled



Rohit Gautam

with compliance. They also get trained in soft skills; end-to-end sales process with drill sessions for practice.

### Internship

After the successful completion of the classwork, candidate will undergo 2 months of internship. During internship they will be called Trainee Sales officers.

### Employment

On completion of the internship, students will be absorbed as Sales Officer at the ICICI Bank. The place of work for the students would be in any ICICI Bank office or any branch located in his or her home town or state or at least in a nearby location.

### Stipend and salary

The stipend during the internship would be Rs. 7400 per month. Salary will vary depending on the location in which the student is posted.

### Fee mode

ICICI Bank will incur and pay up front the total cost of training of Rs. 30,000. The cost is inclusive of training material, boarding and lodging. ICICI Bank will recover the above cost of training through 24 monthly installments of Rs. 1,000 after the candidates join the bank.

### Recovery of training investment

With reference to the substantial training investment made by ICICI Bank, the applicant joining the course will be required to execute an indemnity bond with ICICI Bank for an amount of Rs. 30,000. ICICI Bank will also take the deposit of original Graduation/Post-graduation mark sheets/certificates as collateral towards the indemnity bond. These said documents would be in possession of the bank and will be returned only on the repayment of the training cost or on completion of 24 months of service with ICICI Bank.

## IFBI's Certificate Program in General Insurance in collaboration with SBI General Insurance

### Fast Facts

**Course conducted by** IFBI

**Eligibility** Completed Class XII & X in regular mode

**Duration** Six months

**Fee:** Rs. 49,000 + Taxes

**Internship** On-the-Job work experience with SBI General Insurance Company Ltd.

**Selection process** Aspirants have to register their profile with IFBI and apply online

**Job prospects** Assured placement with SBI General Insurance Company on meeting performance criteria and after completing required IRDA Certification.

### Relevance of the programme

India's insurance market has witnessed fast-paced changes including entry of a number of global insurers in both life and non-life segment. This has widened the product range and offered multiple options for the Indian consumer. Thus, there is a need for insurance professionals who will understand the customers' necessity and help to meet dual needs - saving for life's important goals, and protecting assets. The objective of the CPGI programme is to build a pool of insurance professionals, who can sustain the growing momentum of the sector and help it achieve new levels of profitability and customer responsiveness. It aims to identify and nurture talent for the frontline sales force of SBI General Insurance Co Ltd.

### Course details

It is a six-month programme with a combination of both class-work and on-the-job training. Classroom sessions happen 2 days every week and for 4 days every week, the candidate will work for the assigned SBI General Branch.

### Unique feature

On-the-Job work experience with SBI General is a mandatory part of the course. Student will be placed at different branches and will be mentored by a Sales professional from SBI. Each student will have to achieve a minimum of Rs. 4 lakhs Gross Written Premium (GWP) within the 6 months of the programme's duration. During the 6 months, students will in turn earn 10% incentive on premium earned for SBI.

### Job offer

Students who successfully complete the programme will join SBI General Insurance as Executives or Assistant Executives. They can get into direct sales, tapping the existing database of customers and converting potential customers to actual customers. They will also have an option of becoming a part of the team managing insurance agents or bank assurance channels, where they will be responsible for selling SBI General Retail/SME products and any other product launched by the company. ■

## Column

BIMAL JAIN,  
President, NIIT IFBI

## WE NEED WELL-TRAINED SALES PROFESSIONALS

There is a continued growth and emergence of private sector banks and the need for qualified, trained & skilled manpower is on the rise. The banking sector is in need of highly focused and well-trained sales professional who are adept in not only selling banking products and services but also managing customer relationship. The Certificate Course in Retail Banking Sales Management is a residential course that has been designed to attract bright young graduates for an exciting career in sales & marketing functions. The prime objective of this course is to build a strong sales team for ICICI Bank across the country by identifying talent & training them with necessary sales skills.

The 41-billion USD Indian life insurance industry, considered to be the fifth largest life insurance market, is growing at a rapid pace. Certificate Program in General Insurance aims to create a modern insurance professional for a modern insurance sector.

By collaborating with the industry, the institutes become more attractive as well as the placement opportunity also increase in these institutes. Institutes gain needed funding, financial benefits, and more recognition from society. Students are exposed to the corporate world and the corporate also get the best trained manpower. ■

*As told to Shiphony Pavithran Suri*



### Earn & learn

The NIIT Institute of Finance, Banking and Insurance Training Limited has recently announced the launch of a six-month certificate programme in insurance, a joint venture between State Bank of India



and Insurance Australia Group. Interested candidates should have +2 from any regular mode and in the age group of 21-40 years to be eligible for the programme. "This is the first-ever programme designed by IFBI for aspiring insurance professionals.

The primary objective is to offer a perfect balance of theoretical and professional exposure of working in the corporate world, thus creating seasoned professionals," said Bimal Jain, president, NIIT IFBI. The programme will offer opportunity to work and understand the business dynamics by means of two days classroom and four days on-the-job training with SBI general insurance. The students will be assigned to a branch with an experienced mentor from SBI general. The successful candidates will get to join SBI general insurance either in banc assurance, agent handling or direct sales roles. For more details, please visit [www.ifbi.com](http://www.ifbi.com).

*The Statesman, New Delhi, October 21, 2014*



### NIIT-IFBI launch 'earn and learn' programme

NIIT Institute of Finance, Banking & Insurance Training Ltd. (IFBI) has launched a 6-month Certificate Programme in Insurance — an exclusive career programme designed for SBI General Insurance, a joint venture between State Bank of India and Insurance Australia

Group (IAG). It is IFBI'S first-ever earn and learn programme where each student will get an opportunity to work under experienced mentors and understand the business dynamics, while pursuing the certification course.

Skilled professionals, graduates, and students who have successfully completed Grade XII in regular mode and are in the 21-40 years age group can apply for this programme. Candidates, successfully completing the programme by meeting the performance criteria set by SBI General Insurance during the six-

month training period at IFBI, will be absorbed by SBI General Insurance.

This programme will offer students the opportunity to work and understand the business dynamics via a 2-days classroom + 4-days on-the-job training (OJT) with SBI General Insurance. The students will be assigned to a branch and an experienced mentor from SBI General, who will provide the required on-the-job training. This OJT will also enable students to earn during the 6-months learning program period, as per terms and conditions as specified by SBI General.

— TNS

*Tribune, New Delhi, September 3, 2014*



## APPLY FOR NIIT BHAVISHYA JYOTI SCHOLARSHIPS

HT Education Correspondent

hteducation@hindustantimes.com

With an aim to enhance employability of meritorious students by bridging the affordability gap and making them future-ready to meet the emerging needs of today's knowledge economy, NIIT has announced its Bhavishya Jyoti Scholarships. It will award fee waivers of up to ₹60,000 across the country. NIIT will be offering over 10,000 scholarships for its popular IT and new-age career programmes such as GNIIT/ diploma/ post-graduate programme in SE (system engineering) and so on. In addition, applicants enrolling for career programmes in the GNIIT series/diploma will be entitled to an assured merit scholarship.

According to a recent survey, companies are expected to go for aggressive hiring activities this fiscal, with 84% of employers surveyed indicating that headcount in their respective firms is set to increase in 2014-15 over the last financial year. As per Nasscom, the Indian IT-BPM (business process management) industry has demonstrated resilience and agility in the past years.

Technology has become an integral enabler for growth across sectors. Bhavishya Jyoti Scholarship awards fee waivers to meritorious undergraduate and graduates students desirous of building successful careers in diverse industries.

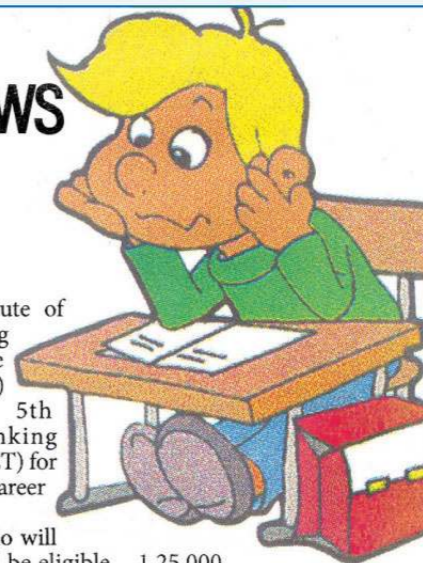
Students who have scored 60% and above in their Class 12/graduation are eligible to apply for this scholarship. The scholarships will be awarded on the basis of the student's performance in their Class 12 board exams.

The application forms are available at NIIT education centers across the country. Students can also log on to [www.niitcloud-campus.com/bjs2014](http://www.niitcloud-campus.com/bjs2014) for more details. The last date to apply for scholarship is September 20, 2014.

Hindustan Times, Amritsar  
September 10, 2014



## Windows 2014 NBET



The NIIT Institute of Finance, Banking and Insurance Training Ltd (IFBI) announced the 5th National Banking Entrance Test (NBET) for admission to their career programmes.

Candidates who will clear the exam will be eligible for programmes like Bank Vantage programmes and certificate programme in Telebanking. Toppers as per the NBET can win scholarships up to ₹35,000.

### EXAM PATTERN

The NBET would be an online examination in the areas of verbal, numerical, logical and basic checking. Candidates who qualify in NBET would need to appear for a personal interview. Shortlisted candidates would need to enroll for the PG programmes in order to accomplish a secured banking career with top recruiters like ICICI Bank, Axis Bank, Kotak Mahindra Bank, Yes Bank etc. NIIT IFBI has trained over

1,25,000 students and working professionals in India for the banking and financial services industry.

### ELIGIBILITY

Graduates or post graduates with 50 per cent or above in graduation, Class XII and Class X, and final year graduation students, are eligible to apply for the NBET. Candidates should be born on or after February 1, 1989 to be eligible for applying for the test.

### IMPORTANT DATES

Applications for the test will be available from September 3, 2014. The exam is scheduled to be held on September 12 and 13, 2014.

## QUOTE OF THE DAY

Education is the ability to listen to almost anything without losing your temper or your self-confidence

— Robert Frost

Pioneer, New Delhi, September 10, 2014



## Nasscom sees value proposition for BPO firms in Tier-II and-III cities

Move will save costs, help sector grow

VENKATESH GANESH  
Bangalore, September 17

Nasscom believes that for the BPO sector to keep its growth trajectory, corporates should go to Tier-II and-III cities. But a cross section of the industry believes that this may not be feasible.

At the annual Nasscom Business Process Management (BPM) Summit, the software industry body and Cushman & Wakefield, a real estate advisory firm, identified top destinations for companies running call centres and other back-end processes. The report says that over the last five years Ahmedabad, Jaipur, Kochi and Kolkata have significantly improved their value proposition for delivery of IT-BPM services. All this

talk is in the backdrop of the BPM sector's ambitious plan to attain \$50 billion by 2020.

According to Sanjay Dutt, Managing Director, South Asia, Cushman & Wakefield, Ahmedabad showcases strong infrastructure with good air connectivity, significant growth in the top-class office space, an upcoming metro rail project and the location advantage of being on the Delhi-Mumbai corridor. The report has identified Bhubaneswar, Coimbatore, Trivandrum and Visakhapatnam as the second choices while Chandigarh and Indore as promising locations.

### Advantage

Further, Nasscom officials estimated that a BPM company can save costs by 40 per cent in these destinations. R Chandrashekhar, President of Nasscom told *BusinessLine*



R Chandrashekhar, President, Nasscom (right), and Keshav Muruges, Chairman, in Bangalore on Wednesday. GRN SOMASHEKAR

that in a place like Kochi, a company can save operational costs to the tune of 25 per cent, while in Indore, 40 per cent can be saved.

Nasscom's call has been met with some amount of scepticism. "Running operations in Tier-II and Tier-III towns in India is not easy as there is a lack of available manpower," said Partha DeSarkar, CEO, Hinduja Global Solu-

tions. The company has been struggling to get permissions and clearances from the Andhra Pradesh government for setting up a centre in Guntur.

Another CEO of a Mumbai-based BPO said that he has been struggling to find quality office spaces and good quality broadband connectivity in smaller cities. There are issues with the qual-

ity of talent too. "While attrition is less than half in smaller cities, it is partly negated by higher training costs," noted Chip Cleary, VP, Advisory Services for NIIT.

Despite these problems, some companies have set up operations in smaller cities. UK headquartered companies like Serco and Xchanging have centres in Shimoga, in Karnataka.

### Quick note

- BPM market size : \$23.2 billion
- To reach \$50 billion by 2020
- India's marketshare in BPO (2014): 38 per cent
- India's marketshare in KPO (2014): 19 per cent
- Addressable market as on 2013: \$168 billion

Hindu Business Line, Mumbai, September 18, 2014



## IT Firms Invest in Re-Skilling Mid-Tier Managers

Re-skilling makes more sense for second-rung companies, with top firms lapping up talent



### Booster Shot

PRACHI VERMA AND SHREYA ROY  
NEW DELHI | BANGALORE

Sarvesh Gupta, a mid-level manager in his early 40s at a Bangalore-based information technology company, had hit a dead end in his career.

He began as a software coder, but was in recent years elevated to the post of a manager, which now required emerging technology and customer domain knowledge skills. Clueless about the new role, Sarvesh's motivational and performance levels began to sink.

His organisation, a mid-tier software firm, was worried. With talent making a beeline for top IT services companies, finding a replacement for Sarvesh would be tough. The company soon worked out a re-skilling exercise for such employees who are now being trained to survive the changing business environment. Sarvesh is now doing well and is being touted for the next promotion.

This is the story across most mid-tier IT services companies like NIIT Technologies, Mindtree, Mphasis and Zensar Technologies.

"As industry growth rates taper off, the base of mid-level managers (many of whom are not billable) becomes an expensive resource pool for the mid-tier IT companies," says Padmaja Alaganandan, leader people and change practice, PwC. It is a lot more meaningful to re-utilise or re-deploy this section of the workforce, she adds. The industry average salary for mid-managers is in the range of Rs 12 lakh to Rs 25 lakh per annum.

NIIT and Mindtree are working on training their mid-level managers on technologies related to specified customer domains. The two companies are working towards helping their mid-level managers become mini-CEOs or business heads.

"Training also includes building skills on operations, emotional thinking and understanding millennials," says Deepa V Mukherjee, head - training and development, NIIT Technologies. On an average, NIIT spends up to Rs 45,000 per year on training one manager. Post training, these managers have contributed 38% to the margins of the project, up from 12%, pre-training.

Nasscom rolling out workshops for re-skilling mid-level managers in 10 cos

Companies start domain and client universities, besides grooming mini-CEOs to keep mid-managers relevant

NIIT Technologies, Mindtree, Hexaware, Zensar Technologies, Polaris, Mphasis, KPIT have lined up re-skilling initiatives

Most programmes are for managers with close to 18 years of experience

Training the managers was one of the prime drivers of productivity by almost 2% in the case of Mindtree. "The ability to spot new business opportunities and productive customer dealings have both gone up among these trained managers," says Mindtree, executive vice president and chief people officer Ravi Shankar.

Other companies like Polaris, Hexaware, KPIT and Mphasis run such training programmes on the "university" model where employees are expected to participate.

The impact of training its mid managers has helped Mphasis forge a strong and long-standing relationship with its clients. Ever since, the company has pushed for training of all its managers.

Under its training arm, HexaVarsity, Hexaware Technologies is running two programmes for mid-level managers. One is a domain-specific training and the other concentrates on soft skills, says its chief people officer, Amberin Memon.

Consultants like KPMG and Ernst and Young, too, emphasise the need for mid-tier companies to focus the training on emerging technologies. "Though re-skilling is needed in companies across all sectors, the need gets accentuated in IT services," says Nischae Suri, partner and head of people and change practice, KPMG.

When their very survival is at stake, this may be the only option they are left, adds Samiron Ghoshal, Ernst and Young, partner and leader, IT advisory practice.

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The Economic Times, New Delhi, August 5, 2014



## 'The Chinese value trust'

Harini Sriram

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China may be a land of opportunities; however, to build a successful career in the country, one must be aware of its cultural nuances. Apoorva R, a Mumbai-based finance consultant who has travelled to China on work, feels it's not easy to break ice with the Chinese. "They are, however, great to work with and value integrity and friendship. The Chinese are very hospitable and once they get to know you, they are extremely generous," she says.

Prakash Menon, president, NIIT China, who has been living and working in China for about 15 years, says that though

the Chinese take time to warm up to you, once they do, they become your best buddies and will defend you to death. "Some Chinese believe that it is all right to lie to save your face.

Now, for someone who doesn't understand their culture, it may seem wrong. But that's just how they work. So you need to be sensitive to their culture and respect it," he says.

Vidur Gupta, director, Spectrum Talent Management, says, "The Chinese work culture has its own ways. Aggressive handshakes are usually not the way to start meetings. We need to be well prepared with our content as they do their ground work before meeting someone. Seniors are addressed by their title (chairman, director etc)."

From his experience in hiring Chinese employees, Menon says that salary is the biggest driver for them. "While Indians talk about their roles, responsibilities and gradually steer the conversation towards salary negotiations, the Chinese start with what their pay package is going to be! But they value trust and loyalty, and working with them can be very endearing. My advice to people looking to work in China would be: learn to be flexible and do not go to the country with pre-conceived notions," he says. Menon, who lives with family in China, says that the country is safe, offers a better quality of life with great infrastructure. Culturally too, he says, China and India share some common threads.

Hindustan Times, Amritsar, August 13, 2014

## Enter the dragon

**MADE IN CHINA** Indian organisations and top-level executives have China on their radar because of its growth oriented policies, higher salaries and opportunities in manufacturing, IT, BPO and electronics sectors, among others

Harini Sriram

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Few countries in the world have a growth story as remarkable as that of China. With a gross domestic product (GDP) of a steady 7.5%, China is poised for economic progress. This hasn't happened overnight, of course. Ravaged and financially drained by war and some unfortunate policies by past governments, the economy of China was in a shambles in the 1940s. Some of the policies – including Mao Zedong's Great Leap Forward, a campaign aimed at industrialising the country – proved to be tragic. It was in the late 1970s that significant economic reforms were introduced, and these have sowed the seeds for the rise of China as we know it today.

Prakash Menon, president, NIIT China, who has lived and worked in China since 1997, says, "Some of the world's largest economies – USA, Japan, etc – took years to build their growth story block by block, but China seemed to zip past them with phenomenal speed. This

is because the government has ensured that economic progress is a buzzword – a common mantra that resonates with every individual and business. It is a highly aspirational society and the atmosphere is charged and energised, making it a great place to work and live."

It is perhaps because of this that many Indian companies have registered their presence there – TCS, Infosys, Wipro, Lupin and Ranbaxy, to name a few. Vidur Gupta, director, Spectrum Talent Management, says, "Companies like Sterlite industries and JLR (Jaguar Land Rover) have facilities there. The point is that a lot of companies are getting contract manufacturing done in China. They do not need to set up their own facilities there and can just outsource the

**SOME OF THE WORLD'S LARGEST ECONOMIES – USA, JAPAN, ETC – TOOK YEARS TO BUILD THEIR GROWTH STORY BLOCK BY BLOCK, BUT CHINA SEEMED TO ZIP PAST THEM WITH PHENOMENAL SPEED**

PRAKASH MENON, president, NIIT China

work." Indian Hotels Company (IHC), managed by the Tata Group, Mumbai, signed an agreement with the Yunnan Tourism Company in 2012 to develop and manage properties in Kunming. Sources at IHC say that even as Hotel Taj Temple of Heaven was opened in Beijing this year, work on developing a 300-room luxury resort in Hainan island is underway.

Known predominantly as a manufacturing hub, the country is also emerging as a market for electronics, IT, pharmaceuticals and so on. Menon says that while the IT sector in China is growing by about 20% year-on-year, others like BPO, manufacturing and pharmaceuticals have maintained a healthy stable growth figure. "Salaries have also increased across the board by at least 14% year-on-year, with a per capita income of over US\$7,000, while India is struggling with a figure close to US\$1,000," he says.

According to Gupta, average compensations in China are about 1.5 times more than India for locals, and in the case of an expat, it may go up to 2.5 times.

About 90% of opportunities for Indians in China are at the



### INDIAN COMPANIES IN CHINA

IT, BPO, pharmaceuticals among major Indian players

**TCS, Shanghai**

First Indian IT company in China; has six delivery centres

**Lupin, Guangzhou**

The pharma major has made inroads into emerging economies - China, Brazil etc

**INFOSYS, Shanghai**

Set up its China operations in Shanghai around 2004

**RANBAXY, Guangzhou**

The first Indian pharma company that set up a joint venture with China

senior level such as president, chairman and functional heads. Indians with a strong background in technology are also much sought after for middle-level roles such as that of project manager, quality control manager, production control manager with project managers in the IT sector being in great demand.

However, the country has its own share of problems. Like

India, China too is facing a crisis of employability due to lack of skilled manpower. According to a report by McKinsey, "At the high end of the labour market, despite the remarkable increase in the number of tertiary graduates in the last decade, the demand for skilled labour is likely to outstrip the supply by 24 million people in 2020."

McKinsey estimates that if

China does not bridge this gap, the opportunity costs could be more than \$250 billion (about 2.3% of GDP). Though vocational training programmes in China ensure that students and graduates seek alternative sources of employment, it is true that while salaries continue to rise, skill levels among employees leave much to be desired.

Hindustan Times, Amritsar, August 13, 2014



## We are not taking up new projects in Govt schools: NIIT chief

We need to look into the policy and how they view a PPP: Vijay Thadani

ABHISHEK LEW

Kolkata, August 17

Education services provider NIIT Ltd reported a consolidated net profit of ₹60 lakh and a marginal increase in revenues in Q1 (April to June) of this fiscal. According to Vijay K Thadani, Chief Executive Officer, NIIT Ltd, the company has consciously de-emphasised on Government school learning solutions. Focus is now on corporate learning solutions, school learning solutions (private) and individual training segments. Recently in Kolkata, Thadani, in an interview to *BusinessLine*, spoke of NIIT's focus areas, IT hiring and the need to create jobs. Edited excerpts:

**What is your outlook of the education services sector in which you cater?**

As far as corporate learning solutions are concerned – predominantly in the countries such as the US, the UK and India – it's

doing extremely well. Business is growing at 30 per cent plus; and margins are improving.

In the individual training segment, the 'Beyond IT' portfolio has also grown very fast (31 per cent y-o-y) and is doing better than 'IT training' which is dependent on IT hiring.

Work for private schools is going very well and the market-place is ripe for that to increase, especially with competition being weak at this point.

In school learning solutions, we consciously de-emphasised on Government schools because of changes in the political environment and payment problems from State Governments.

So, obviously, we are not taking up new projects in those areas.

**Wasn't the Government school learning programme considered a game-changer? It was indeed a game-changer.**

The Government has to take equal responsibility in ensuring liquidity and see to it that long processes are not there. Till there is such a change it will be difficult for us.

VIJAY THADANI

CEO, NIIT Ltd

We trained 16 million children at the peak.

**So why did it fizzle out?**

Firstly, the programme was capital-intensive and the capital intensity increased further due to the variety of internal processes of the Government and payment delays.

It's not that the private sector did not make mistakes. But some of the good companies, like us, are paying for those.

**Now that political uncertainty is over and there's a stable Government, would you look at re-entering the segment?**

One needs to have a look into the policy of the Government and how it views public-private part-



interest of everyone. We are working with the Government. But these solutions will take time.

**Do you see an improvement in your IT training segment portfolio?**

IT is slow because hiring has to go up. Hiring (IT) has started; but it's mostly laterals. Volumes will come when hiring of freshers resumes.

Right now there's positive growth. Earlier, IT companies focussed on utilisation. But they can't grow on utilisation alone. Hiring is inevitable. It is just the pace that will vary.

**How important are the role of start-ups in job creation?**

They have phenomenal opportunities.

India needs more jobs, but before that we need more job creators and that is where these start-ups come in.

Entrepreneurship needs to be pushed. The Nasscom venture on start-ups, creating funds in the Budget, and CII working on helping entrepreneurs are some of the laudable.

Hindu Business Line, Bengaluru, August 18, 2014



रोटरी इंटरनेशनल डिस्ट्रिक्ट क्लब और एनआईआईटी मिल कर आयोजित करेंगे जॉब ओरिएंटेड प्रोग्राम

## वंचित युवाओं को दिखा रहे रोजगार पाने का रास्ता

गुडगांव | हमारे संवाददाता

अब बच्चों के बेहतर भविष्य के सपने देखने में परिवार की आर्थिक परेशानी आड़े नहीं आएगी। बच्चे भी जीवन की डगर पर ऊंची उड़ान भर कर अपना मुकाम हासिल करने में सक्षम होंगे। यह सब मुमकिन होगा रोटरी इंटरनेशनल डिस्ट्रिक्ट 3010 और एनआईआईटी युवा ज्योति के साझा प्रयास से।

शुक्रवार को सेक्टर-46 स्थित एक स्कूल में आयोजित कार्यक्रम में दोनों संस्थाओं ने वंचित वर्ग के युवाओं को रोजगार उपलब्ध कराने के लिए एक-दूसरे का हाथ थामा। संस्था से प्रशिक्षण प्राप्त कर चुकी छात्रा मनीषा ने बताया कि उसे सूचना तकनीक का विषय हमेशा से आकर्षित करता रहा है, लेकिन आर्थिक



शुक्रवार को रोटरी इंटरनेशनल और एनआईआईटी युवा ज्योति की ओर से सेक्टर 46 में आयोजित कार्यक्रम में उपस्थित रोटरी इंटरनेशनल के डिस्ट्रिक्ट गवर्नर संजय खन्ना और एनआईआईटी युवा ज्योति के अध्यक्ष संजय बहल समेत अन्य उपस्थित रहे। विवशता राह में रोड़ा बन रही थी। एनआईआईटी के शिक्षकों ने विषय से जुड़े हर बिंदुओं को बारीकी से समझाया। मनीषा को भरोसा है कि उसे नौकरी मिलेगी तो वह अपने कार्यस्थल पर बेहतर प्रदर्शन कर पाएगी। एनआईआईटी युवा ज्योति के अध्यक्ष

### बनेगा बेहतर भविष्य

- गुडगांव सेंटर से पहले बैच में प्रशिक्षित किए हैं 15 युवा
- शुक्रवार को सेक्टर-46 स्थित एक स्कूल में हुआ कार्यक्रम

रहा है। 12वीं पास छात्रों को कंप्यूटर, रिटेल, सूचना तकनीक, सेवा क्षेत्र, बैंकिंग, टेलीकॉम क्षेत्र में रोजगार के लायक बनाया जाएगा। प्रशिक्षण केंद्र पर आने वाले छात्रों का विशेषज्ञों द्वारा परीक्षण लिया जाता है, ताकि उसकी रुचि के मुताबिक नौकरियों के लिए क्षमता विकसित की जा सके। इन बच्चों को जरूरत के मुताबिक चार से छह माह तक का प्रशिक्षण दिया जाता है। पहले बैच में 15 छात्रों को प्रशिक्षित किया जा चुका है।

### हर वर्ष पांच सौ बच्चों को प्रशिक्षित करने है लक्ष्य

रोटरी इंटरनेशनल के डिस्ट्रिक्ट गवर्नर संजय खन्ना ने बताया कि दोनों संस्थाओं ने गुडगांव सेंटर से एक साल में तकरीबन पांच सौ बच्चों को प्रशिक्षित करने का लक्ष्य रखा है। उन्होंने बताया कि रोटरी इंटरनेशनल ने वंचित बच्चों को रोजगार मुहैया कराने के लिए युवा ज्योति, जो कि एनएसडीसी (नेशनल स्किल डेवलपमेंट कॉर्पोरेशन) के निर्देश पर संचालित किया जा रहा है, से साझेदारी की है। इस मौके पर एनआईआईटी युवा ज्योति के पहले बैच में प्रशिक्षित माधुरी पांडेय, रतनदास, सरिता, पदम, हरीश, भुवन समेत सभी 15 बच्चों को पुरस्कृत किया गया।

Hindustan, Gurgaon, August 23, 2014

Rotary International District 3010 and NIIT Yuva Jyoti (NYJ) enter into a partnership to enhance livelihood of youth in Delhi-NCR

Rotary International District 3010 and NIIT Yuva Jyoti (NYJ) — an alliance between NIIT and National Skill Development Corporation — entered into a partnership to enhance livelihood of youth from less privileged sections of society across Delhi-NCR & surrounding regions through skilling and employability training. Under this partnership, Rotary International District 3010 plans to sponsor over 5000 youth over the next one year for job-oriented courses offered by NIIT Yuva Jyoti (NYJ). The tie-up will help youth from less privileged sections of society chart ambitious careers by opting for the programmes that suit their aptitude. NYJ imparts training across different service sectors — Retail, IT/ITeS, Hospitality, Banking, Telecom etc. — TNS

Tribune, New Delhi  
August 27, 2014



# ANALYSING DATA IN IIMs, IITs

**COURSE ALONG** A number of certificate courses on data and analytics are on offer

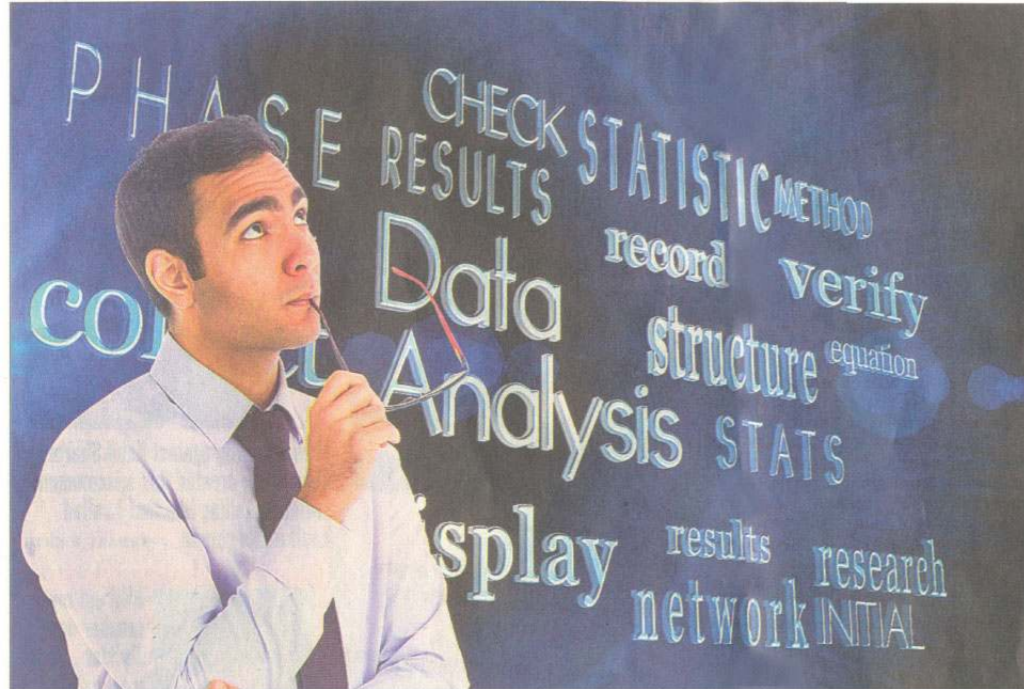
Shivika Jain

Despite the growing popularity of data analytics as a highly lucrative career, there are not many relevant full-time courses available both in India and abroad. However, there are some certificate and online courses on offer. One such is the postgraduate certificate course in business analytics by NIIT Ltd.

Amitabh Lahiri, president, career building solutions, NIIT Ltd, says, "The programme is taught by practitioners who have worked with some of the best analytics firms and for Fortune 500 clients. The programme design includes intensive assignments, case-studies, projects and uses a case-based approach to learning. Learners and professionals with a background in business management, engineering, mathematics, statistics, or economics can join up."

The course module covers foundation of analytics, statistical Inference, applications of analytics in business function, special analytical methods, information management in analytics, advanced business forecasting, advanced analytics and application of analytics in business verticals. The duration of the course is six months and the fee is ₹1.3 lakh.

The University of Glasgow is offering an MSc in data science – a full-time two year programme. Some of the core subjects covered in the programme include core and optional courses, including big data, artificial intelligence, cyber security and computer architecture, information retrieval, machine learning, research methods and techniques, professional skills and



■ Data analysis is a process of inspecting, transforming, and modeling data with the goal of discovering information REPRESENTATIVE PHOTO

issues, functional programming, enterprise computing, trends in information security, distributed algorithms and systems, to name a few. Iadh Ounis, programme director of the course at the university says, "The programme helps students seek software development positions in a range of industries, including finance, government, transport, manufacturing, retail, education, health and engineering. In addition, graduates would be well placed to take up PhD programmes too." The course fee is £17,250 (₹17 lakh), with a £1,000 discount for international stu-

dents. Students can visit <http://www.gla.ac.uk/postgraduate/taught/datascience/> for details on applications and scholarships.

IIM Bangalore has set up a data centre and analytics lab to support interdisciplinary empirical research using data on primarily Indian and other emerging markets. The institute also offers a one-year certificate course in analytics to employees of multinational companies. IIM Ahmedabad also offers an executive programme on advanced analytics for management ([www.iimahd.ernet.in/](http://www.iimahd.ernet.in/)). IIT Hyderabad is conducting a

five-day certificate programme on advanced business analytics from July 16 to July 20 ([www.iith.ac.in/analy/index.html](http://www.iith.ac.in/analy/index.html)). Besides, MOOC providers such as edX ([www.edx.org/](http://www.edx.org/)) and Coursera ([www.coursera.org/](http://www.coursera.org/)) have a number of online certificate programmes.

Nasscom has created an analytics interest group to help define core competencies and provide training. As KS Viswanathan, VP, industry initiatives, Nasscom points out, "We are in the process of designing common content for training professionals and students in big data and analytics."

Hindustan Times Edge, New Delhi, July 4, 2014



# Partnership for faster growth

NIIT's China team invented the 'NIIT-inside' model, which replaced the IT curriculum at colleges and expanded it to many countries, including India, says a new book

The first batch of students from the center on Nanjing Road graduated in the year 2000, and almost everybody received an attractive job in Shanghai. This was an eye-opener for the city government. The NIIT model did not need any campus, the government was not spending any money, yet people were being trained in IT and getting good jobs. Menon felt that it was time to start spreading the company's wings. NIIT applied for permission to set up a wholly foreign-owned enterprise (WFOE) that could set up franchise operations throughout China. A WFOE status would free the company from dependence on the Shanghai government contract and enable it to start opening centers in other cities.

The government officials were perplexed as to how one could franchise education. How, for example, do you clone a professor? NIIT explained that their entire approach to training rested on almost complete standardization of the content as well as delivery methodology. As such, it was much closer to McDonald's than a typical university. Once the officials understood what NIIT did, how it operated, and how this approach had worked well in the center on Nanjing Road, they agreed. NIIT China (Shanghai) Limited came into being and began to look for franchisees.

The year 2000 was important for NIIT China in another respect as well. Because of the dotcom bust that year in the United States, NIIT USA faced serious financial challenges. As Menon recalled, the company's co-founders informed him, "Look, from here on, you're on your own; don't ask for any more money." On the one hand, this constraint

meant that NIIT China would now have to generate its own cash flow to finance future expansion. On the other, it meant that Menon now had an even freer hand to take an entrepreneurial approach to NIIT's expansion in China.

The journey has turned out well. NIIT has continued to expand in China, with more than 140 centers as of 2013, and Menon has not felt the need to ask his bosses for any more capital since 2000.

As NIIT discovered, however, getting permission to start franchising did not automatically translate into finding franchisees. As had been the case with NIIT back in 1997, each franchisee needed a license from the city government. In the educational sector, this was not easy, as the city governments were determined to ensure that the students would not be fleeced. NIIT looked around to check who already had the licenses. The answer was clear – the universities and colleges. Consequently, NIIT decided to see whether they might be interested in signing on as franchisees. They were. The success in Shanghai served as a credible evidence of NIIT's effectiveness. The academic institutions also boasted excellent infrastructure, including plenty of classrooms and computers. Much of the time, the infrastructure sat idle or, in the case of computers, was used by the students for gaming. The university administrators could see that

becoming an NIIT franchisee would enable them to generate fresh revenues from these idle resources at no extra cost.

For NIIT, signing on universities as franchisees solved two major problems.

First, universities already had the licenses to offer educational programs. Second, unlike private entrepreneurs, universities already had the requisite infrastructure and would not need to make any new investments. Thus, on both counts, universities could get going much more rapidly. The biggest challenge for NIIT was to figure out how to train the trainers at the universities. The most difficult thing of all was to train the professors to teach NIIT material the NIIT way. Professors believed that they already knew how to teach. And over the years, their teaching habits had become almost hardwired. ■



**THE SILK ROUTE REDISCOVERED: HOW INDIAN AND CHINESE COMPANIES ARE BECOMING GLOBALLY STRONGER BY WINNING IN EACH OTHER'S MARKETS**

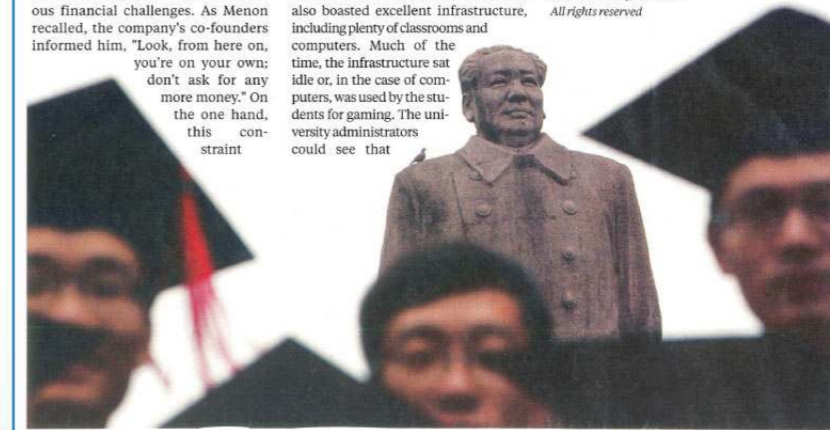
**AUTHOR:** Anil K Gupta, Girija Pande and Haiyan Wang

**PUBLISHER:** Wiley

**PRICE:** \$34.95

**ISBN:** 9781118446232

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Business Standard, New Delhi, July 7, 2014





## NIIT University ties-up with University of Missouri, USA

NIIT University (NU) has entered into an MoU with the University of Missouri – Kansas City's School of Computing and Engineering (UMKC), to offer a five-year programme that will allow students to secure a BTech from NU and Master's of Science in Computer Science (MSCS) from SCE. The MoU was signed by Rajendra Pandey, President, NIIT University and Kevin Z Truman, Vice Provost, UMKC, and Dean, School of Computing and Engineering. Students will be required to complete 3.5 years at NU and 1.5 years at UMKC's School of Computing and Engineering. Candidates will be admitted to UMKC's graduate programme based on an IELTS score of 6.5/9.0 or higher, or an IBT score of 79/120. Course grade of 70 per cent or higher in each completed course at NU (3.0/4.0 GPA – USA scale) is also mandatory. Successful candidates should complete all the necessary requirements for the NU BTech degree before moving onto the UMKC MSCS degree.

Indian Express, Chennai, July 21, 2014

## The big jobs generator

**TECH FILE** Roles such as that of data scientists, ranked 'The sexiest job of the 21st century,' are in huge demand

Harini Sriram  
\* harini.sriram@hindustantimes.com

Never has data been this important. With hyper-digitisation taking over our lives, there is a need to scour through gigabytes of information, analyse them and convert them to a usable format. Which is why big data and analytics have emerged as the hottest new domains in the world of technology internationally. According to Harvard Business Review, the role of a data scientist is the 'sexiest job of the 21st century'. In India too, the demand for data scientists, data visualisers, managers and analysts is surging. Nasscom (National association of software and services companies) projects that India will need about 150,000 to 250,000 analytics professionals for domestic and international operations by 2022.

**WHAT IS BIG DATA**  
Amitabh Lahiri, president, career building solutions, NIIT Ltd, says, "Big data is basically data sets that are too large or complex to analyse using tra-

ditional methods. Researchers today use big data to predict trends and patterns in order to make decisions. A large amount of new data is created every single minute, hence data analytics skills are no longer just an extension of the IT professionals, but are becoming increasingly important for all businesses."

Big data also played a huge role in this year's general elections in India which saw political parties like the BJP, for instance, make use of data analytics in a big way. Dr Iadh Ounis, a reader in the School of Computing Science at the University of Glasgow, says, "Big data played a part in the last presidential elections. Besides, Google/Traffic also uses crowd-sourced data from mobile phones to provide real-time information on road congestion in 50 countries; the Royal Bank of Scotland uses big data to assist in fraud detection."

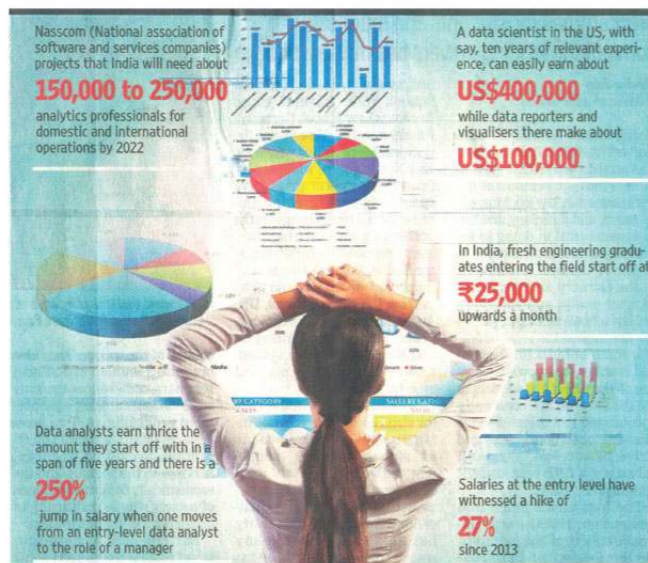
**ROLES AND PROSPECTS**  
KS Viswanathan, vice president, industry initiatives, Nasscom, explains, "Data scientists must have deep analytical

skills. Data hygienists are also in demand and their job is to ensure that the data is clean. Other roles include those of data analysts, data visualisers etc. The highest salaries in this domain are paid to data scientists. A data scientist in the US, with say, ten years of relevant experience, can easily earn about US\$400,000, while data reporters and visualisers there make about US\$100,000."

In India, fresh engineering graduates entering the field start off at ₹25,000 upwards a month, he says. Lahiri adds that salaries at the entry level have witnessed a hike of 27% since 2013 and that the sector will continue to offer lucrative salaries and career opportunities to young professionals.

As per a report by Jigsaw Academy, data analysts earn thrice the amount they start off with, in a span of five years, and there is a 250% jump in salary when one moves from an entry-level data analyst to the role of a manager.

With big data becoming an integral part of the function-



**THINKSTOCK**  
ing of big organisations, it is important for students to learn more about it. Iadh Ounis says, "Recently, Indian investors, Amit and Arijant Patni, were reported to be planning to raise about US\$40m (₹253 crore) to invest solely in companies that provide big data analytics to customers

in the US." There is a dire need for more qualified people in the field of big data and analytics - something that experts see as a big challenge. Viswanathan says that companies are no longer looking for people with engineering back-

grounds. "Big data and analytics call for a deep understanding of technology, commerce, mathematics, statistics, economics and econometrics. So students from any of these backgrounds who have a penchant for technology can thrive in such work environments," he says.

Hindustan Times, New Delhi, July 30, 2014



## NIIT varsity weaves unique induction program

HT correspondent

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**JAIPUR:** With an objective of familiarising the fresher with the university campus, NIIT University (NU) weaved in unique induction program. The objective of the program was to orient fresher of B. Tech towards the 24X7 campus life with emphasis on holistic development and to acclimatize them with an ideal routine of a typical day on NIIT University campus and to prepare them to help them get the feel of subjects.

"The orientation program has different activities and participation in these activities will provide a number of positive outcomes such as better grades, better socialization, and a stronger academic self-concept. This program is important in establishing as well as maintaining a healthy mind, body, spirit and soul." Dr Rajendra Pandey, president,

NIIT University said.

Activities are designed to sharpen the concentration skills of the students and to promote a sense of responsibility and self-worth in them.

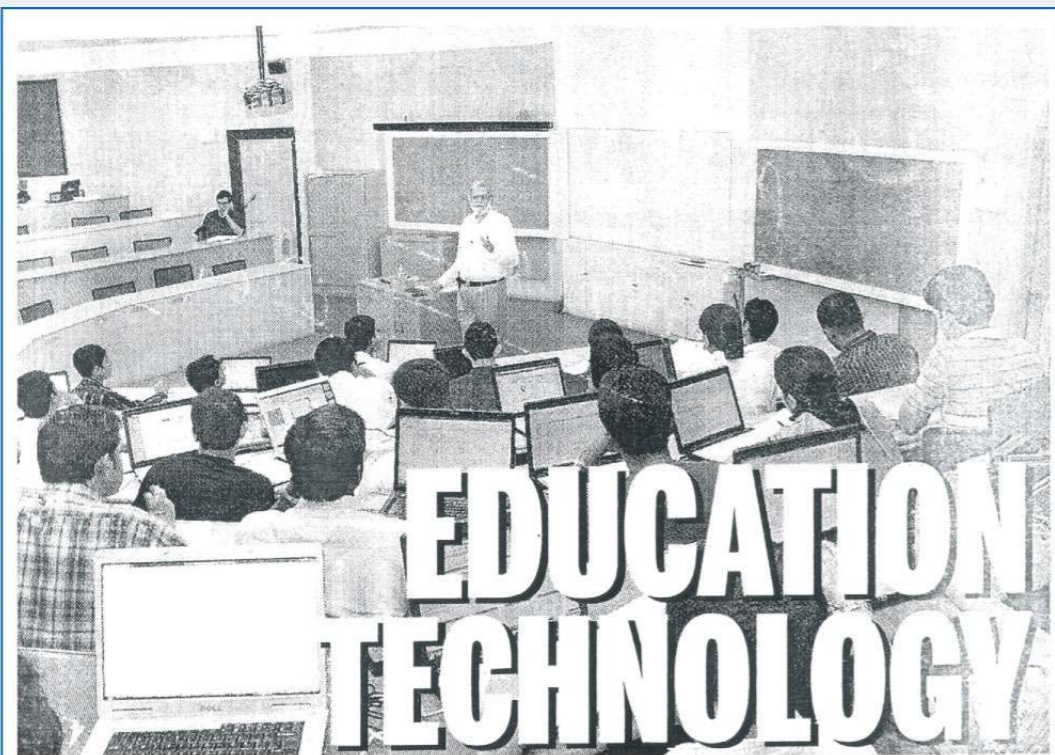
The program is designed in such a way that students get to attend classes as well as participate in different outdoor and indoor activities.

"The outdoor activities include trekking and other sports. Suryodaya sthal, scar, campus tour and shramdaan, earth air tunnel (EAT), tree plantation and valley crossing are the places where students have to go each day." Dr Pandey said.

The sports activity includes volleyball, badminton, lawn tennis, table tennis and basketball.

"We also have co-curricular activities like dance, theatre, music, debate, elocution, photography and movie-making, and PC gaming club." Dr Pandey said.

Hindustan Times, Jaipur, July 30, 2014



#### WHAT'S IN IT FOR YOU?

As e-learning opportunities grow in both companies and universities, there is now a pressing need for Education Technology (ET) professionals. A course in ET aims to train information engineers to design learning and information systems that enable organisations to bring about a quantum change in their productivity and efficiency. From designing more efficient information models for top companies to harnessing the power of technology in the classroom, ET professionals have their hands full.

#### EXPERT'S TAKE

"The emerging field of Educational Technology (ET) has the potential to transform the way organisations conduct business. The M.Tech (ET) programme provides students with deeper understanding of

Average Opening Salary

₹ 40,000 to 50,000 pm

**The course aims to train information engineers — to bring about a quantum change in their productivity**

the educational technologies and information systems that bring about a transformational way in which businesses operate," says

Rajendra Pandey, President, NIIT University

#### GROWTH PROSPECTS

The world of education and training has seen a tremendous change over the last decade and has progressed from teacher-centricity to learner-centricity and now to collaborative learning. Technology has impacted education by not just providing a new means of imparting education but by changing the very way learning environments can be designed. The two worlds have interlocked together, giving rise to a new body of knowledge — Educational Technology or ET. This new emerging field has the potential to transform the way organisations and academic institutions function in the coming years.

#### TOP RECRUITERS

Google, Microsoft, Infosys, NIIT Group, GE Technology.

Mail Today, New Delhi, July 31, 2014



## PEOPLE

### In Total Bliss



Rohit Gupta, CFO, NIIT

Rohit Gupta is happily reaping the benefits of his chanting. A Zen-like smile and a poised demeanour make him an unlikely CFO. A few years ago, he was introduced to Buddhism which set him on a new path of spirituality that involves chanting every Sunday. Today, he is a transformed man. "It made me calmer and happier," he says. And this spiritual state of being is reflecting in his professional life too.

Since the time Rohit joined NIIT as the CFO in 2011, it has been an "amazing journey. I have lost count of time. It has been the fastest phase of my life," he says. No wonder, his colleagues have only complimentary things to say about him.

Rohit feels driven to be a part of NIIT - a talent development company that offers learning and knowledge solutions worldwide. "We are going deep into our new initiatives," he says. And things have been looking up in the organisation which is witnessing considerable growth and successfully continues to forge ahead in the field of education globally. With an experience that spans two decades, there is a

lot that Rohit has brought to the table.

For instance, he has undertaken EVA implementation - a finance transformation project at NIIT which helped the finance team in ensuring financial discipline and thereby reaching new heights.

He has also focused on return on marketing investment and created awareness about it across the organisation. Besides, he is responsible for investor relations and treasury.

Rohit's acumen and thorough understanding of his role comes from some key positions he has held in his career. Take for instance, his two stints at Bharti Airtel. The first was from 1995 to 2000 and the second from 2003 to 2008. Between these two, he joined British Telecom in Sydney. And after leaving Bharti in 2008, he served as the CFO of Virgin Mobile India in 2008 to 2011, following which he joined NIIT.

It was as Bharti Airtel's Senior VP finance, where he spent over a decade in various roles in different circles, that he had the first-hand experience of growing markets. He was responsible for making Bharti the market leader in Tamil Nadu, which was considered impenetrable. "We looked at customer satisfaction and simplified complex schemes, which customers liked," he says. He is credited with launching a popular package for students called "Talk More," which elicited an amazing response in South India. Today, he claims, Bharati continues to be the leader in Tamil Nadu.

His tenure with British Telecom, Sydney, as the Financial Controller, familiarised him with the nuances of working in an international organisation. "It gave me a wide perspective. They followed a lot of good practises," he says.

It was around that time, in about 2003, that India saw an unprecedented growth and he was approached to return to Bharti, and he happily heeded

that call.

Today, that learning and experience is put to good use at NIIT. "Some strategies that I saw overseas are put to practise here which has been very successful," he says. For instance, Rohit is helping the organisation focus on its core strengths. He is steering it away from capital intensive business model to an IP intensive one.

This simple process of recognising its strengths and weaknesses has enabled NIIT to get positive results. In the company's schools business, for instance, it now prefers to focus on building creative content whilst allowing customers to acquire hardware.

Rohit's team also takes care of forex management and monitoring export and import of services. This has helped it in bringing down costs, among others. "We are focusing on important receipts and trying to optimise transfer pricing. We are also in the process of outsourcing mundane activities like accounts payable," he says. At the same time, under his leadership, his team is focusing on cost reduction too. Rohit is targeting to bring down costs by 12 per cent per annum.

Rohit was also responsible for initiating an important transaction - divestiture of its entire stake in the US-based subsidiary, Element K, to SkillSoft Corporation for USD 110 million. "We had acquired the company for USD 35 million six years ago," says Rohit who oversaw the actual evaluation of the company. The transaction went on for six to 12 months and it helped NIIT become a zero debt company.

Job satisfaction keeps him energised. For Rohit, who finds harmony in spiritual pursuit, there is really nothing that perturbs him anymore and bliss and joy continue to flow into his life. Be it in bonding with his two teenage sons or his loving wife over activities they love to do as a family. It's a blissful state of being. ■

46 CFOCONNECT ■ July 2014

CFOCONNECT, July 2014



## NIIT UNIVERSITY: THE VARSITY OF THE FUTURE

Just 90 kms off Delhi-NCR, the picturesque 100-acre fully-residential Green campus of NIIT University (NU) is equipped with state-of-the-art technology-enabled teaching methodology that is backed by a strong research-focused curriculum.

Dedicated towards building great careers and ensuring excellent job opportunities to all its students, NIIT University is 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. NU draws from the legacy of NIIT, which has been a leading education provider for more than 30 years in India and abroad.

NIIT University invites application for its four-year full-time B. Tech programme and five-year B. Tech - M. Tech integrated dual degree programme in - Computer Science Engineering, Bio-Technology and Electronics and Communications Engineering.

### ELIGIBILITY THE APPLICANT SHOULD:

- Have scored  $\geq 55\%$  marks or equivalent in grades in Class X from CBSE/ICSE/any other board in India or its equivalent from any other country in five subjects
- Score  $\geq 60\%$  marks in Class XII from any Board in India or its equivalent from any other country in five subjects
- Candidate must have appeared in either JEE-Main/BITSAT / SAT /NUET (NIIT University Engineering Test) or any State Engineering Entrance Examination

### SCHOLARSHIPS

NIIT University recognizes a candidate's achievement in school and therefore awards scholarships based on Class X and Class XII scores. Scholarships are available on a first-come, first-served basis, up to 50%, based on students' merit, on university and Hostel Fee.

### PROGRAMME HIGHLIGHTS:

- 100% placements for founding batch of 2013 in companies like Make my trip, On ramp wireless, Go IBIBO & Allegis Software
- Internship opportunities in renowned companies & institutes abroad
- Unique partnership with Microsoft for an 'innovation centre' on campus to foster learning & entrepreneurship
- Job-ready students armed with a whole semester of industry exposure, even before they have completed the course
- Conferred with the 'National Education Excellence Award' for 'Best private university in the use of technology in teaching-learning practices' by ASSOCHAM in 2013

### HOW TO APPLY

For details on the application process, visit [www.niituniversity.in](http://www.niituniversity.in)

### For enquiries:

- Call: 1-800-103-5050
- Mail at [btech@niituniversity.in](mailto:btech@niituniversity.in)

### CAMPUS ADDRESS:

Neemrana, District Alwar  
NH 8, Delhi Jaipur Highway  
Rajasthan - 301 705  
Deadline for submission of applications: June 30, 2014  
NIIT University is notified by Government of Rajasthan u/a 5 of 2010 and covered u/s 2(f) of UGC Act

The Times of India, New Delhi, June 26, 2014



## PRE | COUNSELLING | Experts share ready-reckoner to evaluate institutions

# NIIT tips to pick right college, stream

DC CORRESPONDENT  
HYDERABAD, JUN 28

NIIT university on Saturday organised a seminar on 'How to choose your engineering discipline and college.' The seminar provided aspiring engineering students tips and tricks to choose the best college and discipline suited to their academic record. *Deccan Chronicle* was the media partner of the event.

Experts said that while most students follow the 'herd' mentality in choosing their engineering colleges and branches, there

are several aspects that need to be considered to extract maximum out of their records.

Hundreds of students in the city turned up at the event to seek guidance from the experts. The seminar had two sessions, one focussing on tips to choose the college and other on how to choose an engineering branch.

Pradeep Narayanan, managing director, Admizionz Campuz, spoke about the various do's and don'ts to be considered before going into the actual counselling session and choosing their potential

career option. In his speech during the first session, Mr Narayanan also simplified the decision-making process for young admission seekers by providing a ready-reckoner for evaluating colleges and other key aspects before finally seeking admission. The guide can be used by students during counselling as well to evaluate their options before zeroing in on the right college and stream.

The second session was held also on Saturday wherein Dr Sunil Khanna, vice-president, NIIT University, shared tips on how to select a branch of engineering. Dr Khanna emphasised the importance of various branches of engineering and also explained how is it important to consider certain factors before deciding what stream was suitable to a student.

With the priorities of students and industries changing by the day, Dr Khanna also highlighted the key factors of all engineering streams and how one must not only consider career potential, but also individual interests before finally zeroing down on a stream.

Hundreds of students interacted with the two experts.

With the priorities of students and industries changing by the day, Dr Khanna also highlighted the key factors of all engineering streams and how one must not only consider career potential, but also individual interests before finally zeroing down on a stream.

Hundreds of students interacted with the two experts.

Deccan Herald, Hyderabad, June 29, 2014



## How instructional designers script learning experiences

Tuesday, 4 November 2014 - 10:50am IST | Place: Mumbai | Agency: DNA

Gregg Collins, head of instructional design, NIIT tells Patricia Mascarenhas how instructional design goes beyond designing materials for classroom and web-based courses to scripting videos, setting up processes, develop coaching and mentoring relationships and much more



### How do instructional designers design and develop learning experiences?

Our job is to put learners in institutions that will stimulate their minds' innate learning mechanisms. Which is why we need to know how these mechanisms work and have good strategies to exploit them. A really good learning experience is something like a real-world experience, but more focused, time-compressed and emotionally enhanced. A flight simulator curriculum is like that and so is a video game, which is why there is so much interest in the use of games in learning. Instructional designers need to do the same.

### Are there any typical difficulties that one faces while creating curriculum?

I would point to three challenges unique to instructional design. First, everyone seems to be an amateur instructional designer, and most people consider instructional design to create something like the class room training they experienced in school. Unfortunately, schools, with their predominantly passive, teach-by-telling approach, are a terrible model for education. To create a great curriculum, you have to get everyone involved to try to teach people by lecturing them. Secondly, subject matter experts have the skills you want to impart to your learners, but seldom remember how they learned it. So it's a real challenge for the instructional designer and subject matter expert working together to figure out exactly what learners need to know, and how best to get at it in training. Also, a lot of organisations struggle with the economics of training. They don't accurately account for what it costs to send people through training—travel costs, time off the job, opportunity cost and so on. As a result, companies replace a day of face to face learning with lowest-common-denominator e-learning that costs only a few thousand dollars per hour to build.

### These days, companies employ social media technology in e-learning courses to create social learning opportunities. What is your take on the benefits and challenges of using social media tools in e-learning?

In a learning context, social media tools generally give you the ability to create a sort of virtual classroom interaction. That can mean anything from share-and-comment model, which is interactive, to the use of social media tools to facilitate virtual teams working on learning projects together. Much more interesting is the ability of social media to support unstructured peer-to-peer learning or more accurately the self-organising peer-to-peer learning. In a broad sense, social media can facilitate what are called communities of practice—that is, communities that form spontaneously amongst people in the same trade or profession.

### What are the current trends in instructional design?

A lot of interesting things are happening. But the one that I think holds the most promise is gaming. I think in the future we'll take a lot of our training in the form of real-time 3D interactive games. And I think that's going to be fantastic.

### Any advice to aspirants who wish to take this up?

I think, the thing that distinguishes really good instructional designers is a big interest in—and understanding of—how people learn. It may sound pretty obvious. But strange as it seems, it is possible to approach instructional design as a trade in which the key is to learn all the rules for producing the various work products that add up to a course design. If you can design an experience with all of these properties that aligns well to the real-world context in which learners will be called upon to employ the skills they are learning, you are going to be successful as an instructional designer.

<http://www.dnaindia.com/academy/report-how-instructional-designers-script-learning-experiences-2031949>



<http://www.youtube.com/niitcareers>