



NIIT

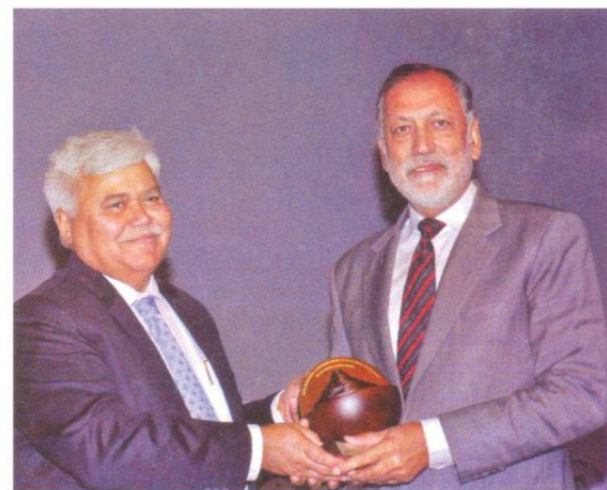
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Rewarding life

Rajendra S. Pawar (right), chairman & co-founder, NIIT group, has been honoured with a Lifetime Achievement Award by Geospatial Media, an international media company with the mandate of making a difference through geospatial knowledge in world economy and society. Pawar received the prestigious award for his decades of service and leadership in helping Geographic Information Systems (GIS) and associated technologies germinate and grow in India since the late 1980s. "I am humbled and honoured to receive this award. It gives me great pleasure to see our efforts of driving GIS proliferation in India over the last 28 years, receive leading industry recognition. Servicing the largest number of users, NIIT has seen GIS evolve into an all-pervasive technology that is helping organisations make informed decisions. Being a part of this journey, has indeed, been a very enjoyable experience. I am confident that the momentum and the capability created by us will be fundamental in



meeting the government's vision of Digital India and in creating Smart Cities," he said. The award was introduced to recognise and acknowledge contributions of individuals, institutions and enterprises working toward creating awareness, raising the profile, enhancing utilisation and strengthening business opportunities for the geospatial industry in India. ♦

Business India, National, February 16, 2015



All govt payments to go online

Technical training to employees will be provided by Deloitte, NIIT

OUR BUREAU

Hyderabad: The Andhra Pradesh government has decided to make all payments including salaries to employees online.

The online process will be implemented on a pilot basis in Guntur and Chittoor districts by February end. Problems that will arise in the process will be rectified and the process will be implemented in another four districts in May this year.

After a review of the Comprehensive Financial Management System (CFMS) with officials of the State Finance Ministry, Chief Minister Chandrababu Naidu gave a go-ahead for implementation of the online process from the State Secretariat down to the Mandal level in phases.

The online process will give transparency in sanction of funds and payments. The process will enable tracking of release of funds from the Chief Minister's Office level to departmental head and then to district collector and in the end, to mandal-level officer. Thereby, the manner in which the funds were allocated, how much was actually expended and how much is remaining etc., can be known at the click of a mouse.

There will be practically no time lag in sanctions and actual allocations. If payment

The online process will give transparency in sanction of funds and payments. The process will enable tracking of release of funds from the Chief Minister's Office level to departmental head and then to District Collector and in the end, to mandal-level officer



of salaries is taken as an example, at least two or three employees work on waybills, contingency bills, medical reimbursement and sanction of leaves, over a period of ten days before the release of salary.

Another employee designated as Drawing Officer will send the details to treasury office based on the calculations done with the bills. That means, three employees within each establishment will have to devote their time entirely to this exercise every month. But there will be no Drawing Officers in the new online system. There are 40,850 Drawing Officers and 280 Head of Departments in AP.

They are currently serving 5.80 lakh total employees and 3.2 lakh pensioners.

Similarly, there has been lot of delay and logging in the processes of Budget allocations and disbursals. Online mode will be a way out in this regard. Naidu has directed top officials to appoint 'financial managers' at the district level. The finance managers will be responsible for preventing any wrongdoing. Following the Chief Minister's directive, GPS and geo-tagging systems will be implemented for this purpose. Technical training to the employees will be provided by Deloitte and NIIT.

Hans India, Hyderabad, February 5, 2015



NITAT on February 21

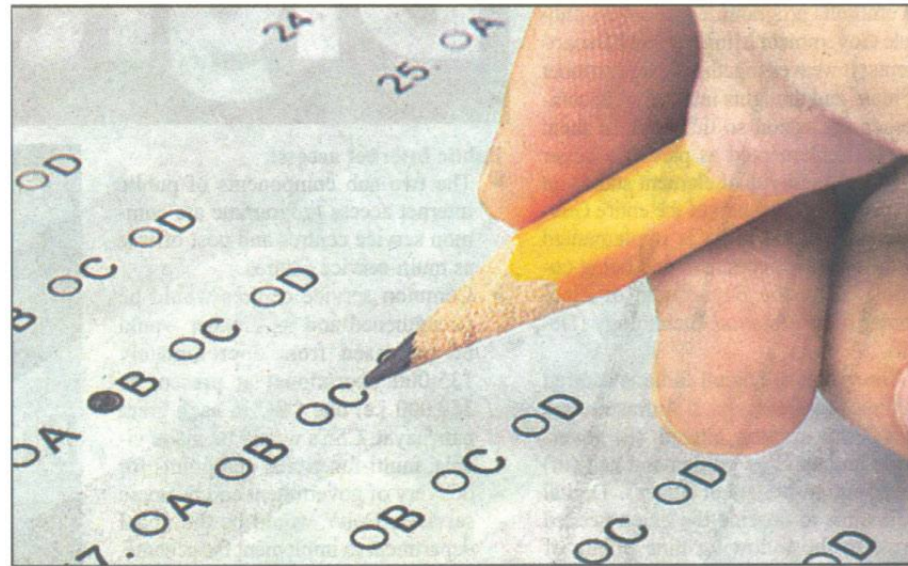
New Delhi: NIIT on Monday announced that they will conduct the 11th National Industry Targeted Aptitude Test (NITAT) on February 21. The test enables students and graduates to access their potential and aptitude for careers in multiple skills.

NITAT 2015 will be simultaneously conducted by NIIT in over 200 cities nationwide.

Students can register online by logging on to <http://www.niit.com/nitat2015> or by visiting the nearest NIIT centre.

The test has been designed as an objective test of reasoning, comprehension, data interpretation skills and behavioural traits. Every student will receive a score card that will give his/her Aptitude Ranking (concentric graphical form) on national and zonal basis. NIIT will also award 50 per cent scholarship to the meritorious students.

Shivan Bhargava, Group



President, Skills and Careers Group, NIIT Ltd, said, "National Industry Targeted Aptitude Test is beneficial for both students seeking to identify their aptitude and the industry which is on the lookout for right talent."

Students who will appear

for NITAT will receive an assessment score card and personalised career counselling from NIIT. They will also be entitled for complementary placement preparatory workshop.

NITAT was introduced in 2004 to enable graduates and

students pursuing their studies in engineering, arts, commerce and science streams to gauge their aptitude for a career in the IT sector, identify skills further required, if any, and thus systematically chart their career into the IT industry.

Hans India, Hyderabad, February 10, 2015

The NIIT Limited, a global leader in skills and talent development, recently announced 11th National Industry Targeted Aptitude Test (NITAT) 2015. This test will enable students and graduates to access their potential and aptitude for careers in multiple skills. The test will be conducted in over 200 cities nationwide on February 21, 2015.

Students can register online by logging on to

NITAT 2015

www.niit.com/nitat2015 or by visiting the nearest NIIT centre. Over the past 10 years, NITAT has reached out to more than 10,00,000 students with new-age career options.

NITAT aims to access skills of the students for multiple career domains. The test has been designed as an objective test of reasoning, comprehension, data

interpretation skills and behavioural traits. Every student will receive a score card that will give his/her aptitude ranking on national and zonal basis. NIIT will also award 50 per cent scholarship to the meritorious students.

Shivan Bhargava, group president, Skills and Careers Group, NIIT Ltd. said: "NITAT

is beneficial for both students seeking to identify their aptitude and the industry which is on the lookout for right talent. From this year on NITAT has spread its domain and will include banking, e-commerce, analytics, Digital Marketing, BPM, and Retail, thus creating more options for the students to choose from and guiding them towards meaningful careers."

Pioneer, New Delhi, February 11, 2015

FEBRUARY 21: This is the day when NIIT, a leading skill and talent development company, will conduct its 'National Industry Targeted Aptitude Test (NITAT), which will help students and graduates know their potential and aptitude for new-age careers such as Banking, E-Commerce, Analytics, Digital Marketing, BPM and Retail by assessing their behavioural traits along with reasoning, comprehension and data interpretation skills. Every student will receive a score card that will give his/her aptitude ranking on a national and zonal level. NIIT will also award 50 per cent scholarship to meritorious students. Candidates can register by logging on to www.niit.com/nitat2015

Mail Today, New Delhi, February 17, 2015



MOBILE LEARNING: EXPLORING WAYS TO IMPACT EDUCATION ECOSYSTEM

By Dr. Nidhi Maheswari (Asst. Prof, HR – O&E), Asia Pacific Institute of Management, New Delhi

Digital India project: Sees outlay of Rs1.13, 000 cr., companies like CMC, NIIT among others will be potential beneficiaries and on the other hand within minutes of logging into the network on our mobile phone, Indian apprentices are connected to the mentors from abroad who takes them through the techniques of weaving, welding, carpentry, food processing etc. This can be a reality for several rural talents in India, all thanks to the growing scope of long distance education and mobile learning (m-learning).

As per the census of 2011, India is recognized as one of the youngest nations whose majority of young population will enter into the workplace by 2015. This has instigated the demand for a different education system which should be capable to fulfill the necessities of quality and quantity aspect of the education system i.e. Defeating the barricade in quality education and increasing the penetration of education sector.

As for the different programs of Digital India, the target date of completion is fiscal 2016, which means there is a rigor for implementation. In this situation mobile as a tool for learning is easier and cheaper way to educate millions of youth than through a personal computer or laptop. According to TRAI Report and Census 2011 mobile penetration is 76 per cent in comparison to only 2 per cent reach of broadband, further solidifies the view

that mobile is a more optimal solution for intelligent young professionals who want to pursue education but an inadequacy of ICT infrastructure is stopping their ways. According to one of the estimates of Telecom Regulatory Authority of India that in the coming year there will be an additional 200 million new mobile subscribers which supports the research of wearesocial.net, that there are more than 898 million mobile subscribers in India. 292 million of these living in rural areas.

The availability of mobile network in the remotest area of the country facilitates to leverage the extensive use of technology through introducing modifications to the ecosystem of education sector through M-Learning. Technology has only reached the class room of urban schools, wherein it is again limited to computer labs and audio-visual rooms. The sector is estimated to increase IT spending from USD

356 million in 2008 to USD 704 million in 2012, growing at a CAGR of 19 percent, during this period. With improving infrastructure, the Indian Education system is already making strides towards adopting the M-education (KPMG's the Cloud: Changing the Business Ecosystem, 2011)

Appreciating M-Learning just as a facilitator to distance learning using mobile technology, ignores its deeper role of improving ecosystem of education. Curbing constraints of time, location and collaboration of traditional education system m-learning simplifies access to content and experts. Customization of teaching process and personalization of education solution for learners through interactive



media is another advantage of M-Learning. It helps the learner to access local and global content and even approach the experts anywhere and anytime.

In India access to education is a critical problem due to insufficient number of schools with reference to population, low household income also contributes to the problem and provides access to only the locally popular

study material. M-learning platform offers access to relevant globally acknowledged study material at low cost. M-learning solutions provide access to innovative teaching pedagogy to the educators which help to solve the training issue of undertrained educators.

Engaging learners and enhancing the understanding of the learner demands customizing teaching styles according to the

needs and preferences of each learner. This is impractical in traditional classroom environment. More interactive formats and content tailored to individual learning styles developed under the m-learning platform has the potential to increase engagement levels of students to understand better. In comparison to traditional time consuming evaluation system m-learning provides regular assessment system during the learning process which helps the teachers to understand and determine the specific learner requirement for conceptual clarity.

The released report from the GSM Association and McKinsey & Company based on a number of early trials in mobile education across various geographies and education segments shows that there is a huge potential for m-learning due to one on one interaction and customization nature of mobile learning. The days are not very far when we will find educational institution is purchasing the m-learning solution for their learners to improve their learning capacity.

The remarkable rural mobile adoption growth rate and demand for varied educational content has opened new vistas in creating a market for mobile education. But the low level of literacy, limited understanding of English language in rural and semi urban areas and text driven interface is a roadblock in reaping the benefits of m-learning. We are in experimentation phase of m-learning field and both public and private sectors are identifying innovative application, it may be impulsive to celebrate its success and still miles to go for celebration. Corresponding, Data Source (Telecom Regulatory Authority of India: 2014)

Afternoon Despatch & Courier, Mumbai, February 18, 2015



SPORTS ROUNDUP

Anand draws with Karjakin, tops classical in Zurich



After losing heavily at the Grenke Classic, Viswanathan Anand bounced back to win the classical section in Zurich.

FILE PHOTO

Agencies

sportsdesk@hindustantimes.com

(Virat 81, Ishan 64, Sumit 61; Mayank Dagar 4/59)

ZURICH: Five-time world champion Viswanathan Anand played out an easy draw with Sergey Karjakin of Russia in the fifth and final round to win the classical section of Zurich Chess Classic here. Awarded two points for a win and one for a draw under new rules in place here, Anand tallied seven points in all, winning two and drawing the remaining three games in the six-player round robin. This also meant a much-needed recovery in ELO points after losing heavily in the preceding Grenke Classic tournament. Hikaru Nakamura of United States finished a clear second, a full point behind Anand.

NORTH ZONE WIN

VISAKHAPATNAM: Himmat Singh's 93 helped North Zone outplay East Zone by 38 runs in the All India Vinoo Mankad Under-19 cricket tournament here on Thursday.

BRIEF SCORES: North 333 in 48 overs (Himmat 93, Rajesh 87, Ranjan 50; Prem 6/69) bt East 295 in 47.5 overs

CHENNAI TO HOST

NEW DELHI: Chennai will host the national senior inter-state athletics meet in the last week of June, the Athletics Federation of India (AFI) said. The four-day competition starting June 21 assumes importance as it will also act as the selection trial for the Beijing World Championships beginning August 22. The Federation Cup will be held in Mangalore from May 1-4.

NO EXCLUSIVE CHANNEL

NEW DELHI: Public broadcaster Prasar Bharati on Thursday expressed its inability to run an exclusive channel to telecast World Cup matches, saying it wasn't technically possible. Attorney General Mukul Rohatgi informed a Supreme Court bench headed by Justice Ranjan Gogoi that it wasn't possible to have a channel, similar to the one it launched during the Commonwealth Games, as they did not have enough transmitters.

Hindustan Times, New Delhi, February 20, 2015



HISTORY

CHASING DOWN THE PAST

ENTREPRENEURS AND PHILANTHROPISTS
ARE FINDING A GROWING MARKET FOR
ANCIENT INDIAN HISTORY AND CULTURE.

BY HINDOL SENGUPTA

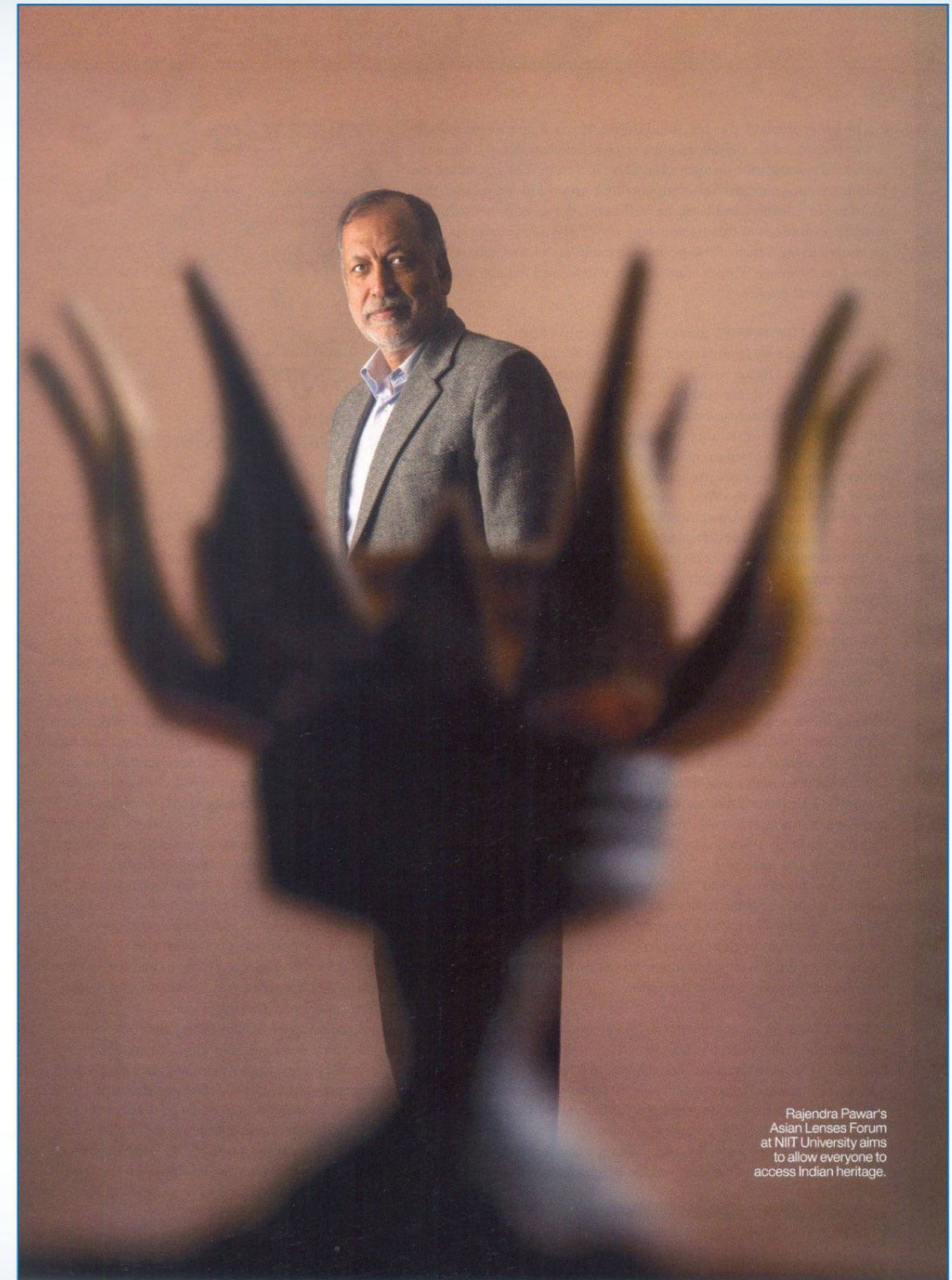
PHOTOGRAPH BY BANDEEP SINGH

A

ncient India is attracting big money these days. Fuelled by a sense of lost history at a time when India dreams of yet another stab at superpower status, entrepreneurs are funding projects that translate, simplify, and highlight achievements of Indian history for a postmodern generation.

These enterprises are both philanthropic and commercial but the goal is the same—to help Indians understand their own civilisational values and skills. Rohan Murty's \$5.2 million (Rs 32.8 crore) Murty Classical Library series of books published by Harvard University Press, or NIIT founder Rajendra Pawar's university courses under the Asian Lens Forum, or Mohandas Pai's yet-untitled project—these are all businesses that come from a deep-seated sense that modern India has little sense of its historical importance.

Manjul Bhargava, professor of mathematics at Princeton and winner of one of the world's biggest mathematics prizes, the Fields Medal (and recently awarded the Padma Shri), sensed this lack of interest in history at the 102nd Indian Science Congress earlier this year. While the congress had Nobel Prize-winners and senior academicians from across the world presenting papers and chairing sessions, the me-



Rajendra Pawar's Asian Lenses Forum at NIIT University aims to allow everyone to access Indian heritage.



HISTORY

dia, he later complained to his friend Rohan Murty, only covered a single paper. To explain: One of the sessions, 'Ancient Sciences through Sanskrit', included a presentation on ancient Indian aviation technology, where the presenters spoke of how Vedic Indians flew around in aeroplanes that could move sideways and back, as well as up, down, and forward. The other presentations at this session were about real science and achievements, but in the frenzy of poking holes in made-up science, they received almost no coverage. This is what Murty, Pawar, and Pai are hoping to rectify, at least in part.

MURTY, SON OF INFOSYS founder N.R. Narayana Murthy, and a Ph.D. in computer science from Harvard, has given \$5.2 million to set up the Murty Classical Library series of English translations of classical Indian works published by Harvard University Press. "I firmly believe that if we do not know where we come from, we will never know where we are going," says Murty, explaining the endowment.

Mohandas Pai, chairman of Manipal Global Education and a former Infosys director, says private money in the West efficiently created "a world view that puts the West at the heart of history". It's time, he says, for Indian money to do the same. Pai adds that he was inspired by Murty's effort to make ancient Indian classics accessible; his plan is to set up an institute to support research on ancient India. Pai won't say how much he is spending on the yet-unnamed institute but says it will finance research projects such as those of the Indologist Rajiv Malhotra and make them accessible to the public. Malhotra, who has researched ancient Indian history, culture, and Hinduism for 30 years and written bestselling books on the subject, has argued that Western social sciences are often inadequate in understanding Indian philosophical constructs.

Then, there's Rajendra Pawar's NIIT, one of the country's early technical training institutes, which offers courses in ancient history. "I remember a conversation with a friend from abroad who spoke to me about Delhi's history, about how [the city has] seven histories. And I felt ashamed that I didn't know enough about this. That got me thinking," says Pawar, who set up NIIT University five years ago to teach management and technology. For a year now, it has also hosted the Asian Lens Forum, an initiative that the university launched in February 2014 to sensitise youth to their rich culture and history.

The idea, says Pawar, is to "create seamless classrooms so that anyone, anywhere, can access the treasures of Indian heritage. What we are trying to do in every discipline is to point out—emphatically—what Indian contributions were to global knowledge". NIIT University has budgeted Rs 250 crore for this expansion over the next five years, of which more than Rs 5 crore will go towards events.

IT IS NOT NEW for entrepreneurs to finance the rediscovery of national heritage and culture; in the U.S., the Rockefeller family and Andrew Carnegie, who introduced the modern idea of institutional philanthropy, financed schools and institutes of research that built the edifice of American exceptionalism. The Rockefellers, for instance, funded much of the early pioneering research on race relations.

The projects that Murty, Pai, and Pawar are funding carry forward the work that 19th-century classicists of the Bengal Renaissance began. Back

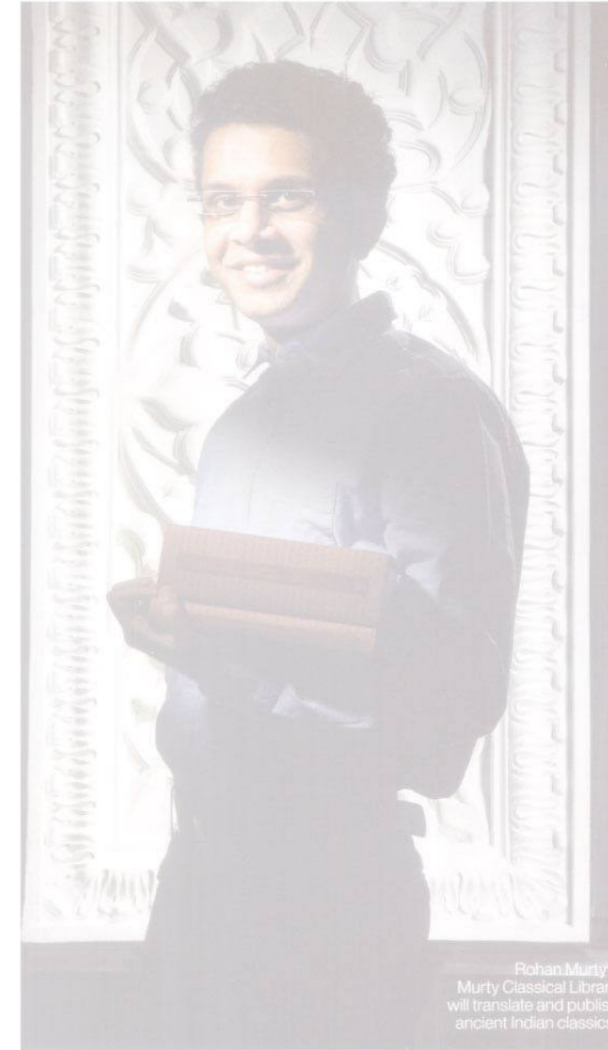
*"THERE IS STILL
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**RAJENDRA PAWAR,
FOUNDER, NIIT UNIVERSITY**

then, Nathaniel Halhed, William Jones, Henry Colebrooke, and Raja Rammohun Roy translated several ancient Indian works into English and other languages. Roy, from the aristocratic landed gentry, also bankrolled similar projects by other intellectuals. In fact, Sheldon Pollock, now founding editor of the Murty Classical Library of India, was looking for a modern equivalent of Roy when he was put in touch with Murty.

Pollock, a leading Indologist and Sanskrit scholar, had been editor of the Clay Sanskrit Library (which had brought out 56 volumes of Sanskrit literature translated into English), till American philanthropist John Clay withdrew funding. Pollock wanted to continue his job of bringing out good translations of ancient Indian literature. It was an idea Murty had been toying with since 2008, when he was a student at Harvard, and began studying Indian philosophy after decades of studying the Western systems. He began to talk about his interest with Parimal Patil, professor of religion and Indian philosophy, and the chair for South Asian Studies at Harvard. Taking Patil's classes drove Murty to understand that "there was a market and a demand that we have been completely missing".++

A common friend put Murty in touch with Pollock, and the Murty Classical Library was born. Pollock told the young computer engineer that his area of operation could be widened—at almost the same cost. "Why only Sanskrit?" he asked Murty. "Why not all Indian classical languages?" Pollock talks about the venture as one of the "biggest projects of translation of classics ever done in the world".



Rohan Murty's
Murty Classical Library
will translate and publish
ancient Indian classics.

Murty says he understood scale and impact talking to Pollock. "He took the idea to a whole different level," says Murty. "In a venture like this, I realised scale was critical. We needed to think really big." At the moment, the project is looking at bringing out at least 500 books—some five a year—translated from around 20 languages. The first set of books features languages such as Pali, Persian, old Telugu, and Punjabi, and include works such as the story of Manu, the first volume of the history of Akbar, and poems of the first Buddhist women.

"BECAUSE WE WERE subjugated for so long, we forgot how to look at history our way," says Pai. That's a sentiment Pawar agrees with. "There is still a deep-seated inferiority complex among us," he says. "We have to rediscover our identity." Pai elaborates, saying that though some of the

early British colonisers tried to understand Indian culture and even translated the Vedas and Upanishads into English, by the 18th century, the British began seeing themselves as a race whose customs needed to be imposed on the locals. The result, says Pai, is that by the time India gained independence in 1947, "we had learnt to be ashamed of ourselves".

It's not a question of denying the ills of the past like casteism, says Pai. But in the enthusiasm to cleanse the system of these ills, the baby tends to get thrown out with the bathwater. What does an Indian school student learn about the great philosophical treasures of India, asks Pai. Murty echoes this sentiment: "I had to do this project because otherwise, for all you know, the next generation would think that Indian history began in the 15th or 16th century."

Pawar approaches this a little differently with the Asian Lens Forum, an 'experimental classroom' where speakers sit on a revolving stage with cameras on all sides and with a live and virtual audience of students. NIIT University's curricula are being revamped to ensure that every course has new portions which talk about the achievements of India—from ancient mathematics to history, geography, and culture. These lessons will also be made available online to anyone around the world, not just to students but also to teachers in other colleges. Meeta Sengupta, a former J.P. Morgan investment banker-turned-educationist who ran the India Centre at the London Business School and is a Salzburg Global Seminar Fellow, will be teaching one of the courses. "The process of disseminating a sense of history in civic society is an important assertion, perhaps even an antidote to extremism based on false assertions. If people really know the truth, they can't be carried away by hyperbole," she says.

That, in a nutshell, is what this entire business is based on. There are signs that some of this thinking is being encouraged by the Modi government. The government has appointed Bhargava, who cites ancient Indian mathematicians like Aryabhata and Brahmagupta among his inspirations, as the nodal person for a new initiative to get 1,000 U.S. academics to teach short-term courses, mainly in science and technology, at Indian colleges.

With the private and public sectors joining hands to reclaim the past, the next Science Congress will perhaps celebrate much more than apocryphal aeroplanes. ■

FEEDBACK letters@fortuneindia.com

February 2015

PHOTOGRAPH BY REUBEN SINGH



EDUCATION, SOFT AND HARD POWER TO SMART POWER

By Mr. Harpal Singh, Board Member NIIT University, Chairman Emeritus at Fortis



"India threatens no one" and "is the friend to many" said Australia's Prime Minister Tony Abbott in response to signing a deal with India to sell uranium. The explicit choice of words reflects a rather rare and compelling image of an emerging super power in the multipolar world. An image that has the potential to combine what is traditionally spoken of as hard and soft power to what may well be the way of the future, the use of smart power. Nations are recognizing the importance of smart power as are students as they prepare themselves for positions of leadership in industry, politics and in the social arena. How does India stack up on this development?

India is emerging as a major economic and political power. It is today the world's third largest economy in purchasing parity terms and also the world's largest democracy with a pluralist media system, setting India as an exceptional demonstration of softpower in the age of mediated international relations. The country has an opportunity to exploit something that many powers like China and Russia lack – the ability to charm through cultural and social links, aid and genuine trust. Upholding that spirit, PM Modi began his premiership with a much appreciated spurt of diplomatic activity. He said "India should leverage its great traditions and culture in forging ties with countries around the world in a way that is deeper, more personal, and therefore, far more powerful". Accepting PM's urge to support the promotion of yoga around the world, The United Nations General Assembly declared June 21 as the annual 'International Day of Yoga'. Modi argued that "yoga embodies unity of mind and body; thought and action; restraint and fulfilment". Increasingly Indian leadership is recognizing the power of soft power and the incredible asset reservoir it has for its exploitation.

India has a vast arsenal available to it to extend its influence over the world including through its hardpower which is reflected in its commitment to enhance its defence capabilities by arguably being the largest buyer of arms and armaments in the world. Whilst aircraft, guns, war ships and missiles constitute aspects of hard power, components of India's soft power are as diverse as films and Bollywood, yoga, Ayurveda, political pluralism, cuisine, religious diversity and openness to global influences and can be dated back to (Nehru's) ideas and practices of nonalignment and not to mention our principled stand on non-proliferation. While the successful export of cultural products such as Bollywood across the world has helped raise awareness of Indian culture and modified existing stereotypes, other soft power elements such as the stability of India's democracy over more than 60 years, especially in a neighborhood rife with ethnic conflicts, have rightly inspired many societies to seek emulation. Buddhism spread from India to China and beyond, leading to a sustained exchange of ideas since ancient times. Similarly, preachers from India have spread the values of Islam across Asia to Singapore and Malaysia creating a generational and emotional link between our countries that would otherwise take significant resources to build.

In similar vein, India's large diaspora is unquestionably another major soft power asset for Indian diplomacy. There are today millions of Indians spread around the world. Beyond the well known locations such as the US and UK, Indians have settled in Fiji, Malaysia, Mauritius, South Africa, Trinidad and other places around the globe. These immigrants have come to play major roles in the social and political life of host countries providing India valuable

access to politicians, businessmen, musicians, innovators and the like. For example, the educated Indian-American community has played an important role in improving Indo-US relations by lobbying American politicians and by giving a positive image of India to the American public. Unknowingly and without stated intent India has built an enviable foundation of soft power with unlimited potential. There have additionally been other intentful initiatives as well.

India is a significant aid donor to countries in the neighbourhood and it does this by extending aid largely in the soft arena. The Afghanistan example is interesting as India has direct national interests at stake in the stabilisation of that country and does this by building roads, bridges and schools whilst deliberately refusing to send any military aid. It's \$2 billion spend in Afghan infrastructure, including hospitals and rural electricity projects matches the support that India gives to Bhutan whose annual budget is almost totally funded by Indian aid. Reconstruction projects aside, being able to export culture is a sign of true soft power and Bollywood is no exception. The popularity of Indian cinema in Asia and now in many parts of the world is undeniable and is so pervasive that according to a 2007 Wikileaks cable, the U.S. asked India to send its Bollywood stars to Afghanistan to "help bring attention to social issues." India's film industry, popularly dubbed 'Bollywood', is probably the largest and farthest reaching medium for Indian culture. Africa has also been a notable recipient of Indian aid providing benefit in the form of relationships with African oil producing countries. The investment has paid rich dividends as Africa accounted for 16 percent and the second largest source of crude oil for India. Even more directly, cricket has proved to be a strong soft power resource for India, with cricket diplomacy having notably positive effects in reducing Indo-Pakistani tensions on many an occasion including the very recent congratulatory call by PM Modi to his Pakistani counterpart wishing Pakistan well in the impending world cup.

However, no other competency has the potential to impact soft and hard power of a country than the power of education. From primary to higher education the benefits of excellence are innumerable. Both India and the US have benefitted by IIT graduates who fuelled economic growth through innovation in Silicon valley and the IT industry in India. It is interesting to note that whilst economic development is viewed as an attribute of hard power, educational institutions such as the Indian Institutes of Management (IIMs), Indian Institutes of Technology (IITs), NIIT etc. have redefined the image of India as an intellectual hub and attract students from around the world reinforcing education's credentials as a vital lever for building soft power strength. Even more importantly students are learning that real value lies in an education that builds competencies which combine soft and hard power into smart power. For this, knowledge must arguably be seamless and contextually relevant for it to be effective and useful. University systems are increasingly emphasizing the importance of multicultural learning and enhancing student capabilities in understanding different and multiple perspectives. The recent setting up of the TALF (The Asian Lens Forum) initiative by NIIT University is significant and relevant in this context. Increasingly students are realizing that they have become an important cog in the exercise of power by nations. A growing number of countries are building knowledge centers to match the likes of American and British universities. Australia, Canada and Singapore being notable examples. India needs to accelerate its educational agenda and further strengthen its arsenal of soft power. If the education India provides is seamless and contextually relevant it could well have laid the foundation of building future competency in Smart power and hence acquire a cutting edge capability to influence, and on occasion impose, its will in the larger interest of the country if not of the world.



The emergence of India as a global soft power

India can be in an advantageous position if she can build on her rich heritage of learning as well as incredibly rich and dynamic artistic legacy, including classical and contemporary



JEAN-PIERRE LEHMANN

The paradigm that prevailed in world affairs throughout most of the 20th century was shattered by a series of rapid simultaneous discontinuities that occurred in the late 1980s and early 1990s: the fall of the Berlin Wall and the rise of the World Wide Web (both in 1989), the implosion of the Soviet empire and the end of the Cold War, the market-oriented reforms undertaken in erstwhile 'third world' countries and the rise of South-South economic and political exchange, and the paralytic muddle in global governance—whether trade, finance, climate, etc. The apparent eradication of barriers heralded the coinage and subsequent mass utilisation of the term 'globalisation'. Contrary to initial assumptions, we were witnessing neither the emergence of a 'borderless world', nor 'the end of history', nor even a 'new world order', but perhaps more accurately a chaotic transition to uncertainty.

As confusion reigns, global turbulence increases. Though the hard power of geopolitics remains prevalent, increasingly countries vie—for influence, for investment, for retention and attraction of both native and foreign human talent, and for meaning and identity—in the realm of soft-power. Hard power is the power to impose; soft power is the power to influence, to attract, and to beguile. American hard power may be in decline militarily, but the soft power of, say, Silicon Valley and American universities still provides it with immense global advantage in the realm of high-technology and innovation. Indian scientists are attracted to the US by its high-tech soft power.

Though hard power will obviously continue to count in a world of instability and insecurity, soft power will be increasingly relevant and important.

Soft power is critical not only for a nation's role in the world, but also for purposes of identity and, ultimately, prosperity. It is a difficult concept, but not woolly. To give only one example: a country with reasonably radiant soft power will appear attractive to its diaspora, thereby reinforcing important links both for talent and for wealth.

Interestingly, the resurgence of Asia as a continent is resting significantly on the rise of its 'soft power'. Asian tigers, including nations such as India and China that are gradually tilting the global economic balance, are emerging



as powerful 'influencers' in the new international economic order.

The 'soft power' showcased by Asia's leading nations has also catalysed the creation of the Asian Lenses—a new and compelling Asian identity and a new way for the world to view Asia.

Soft power and India

Throughout much of history, Indians have possessed little, if any, hard power, as it was exercised by its colonial masters: the Mughals, the British. It is only since 1947 that India has been in a position to develop and exercise hard power.

Throughout history, on the other hand, India has exercised considerable soft power, whether intentionally or not. The spiritual impacted on the political. Few individuals had as much global soft power as Mohandas Karamchand Gandhi. Though assassinated in 1948, his spirit and influence lived on for decades, notably in the civil rights movement in the US led by Martin Luther King and the struggle against apartheid through the leadership of Nelson Mandela in South Africa.

The Cold War was a confrontation of both hard power and soft power between the West and the Soviet Union. Nations were cajoled or indeed forced into taking sides. India was not and could not be in that game as a major player; it was both economically and militarily too weak. However, India exercised a good deal of soft power by inventing and choosing an alternative option guaranteeing independence: non-alignment.

In the Cold War world of hard power and ideological confrontation, not just in military terms, but also in economic

In a world increasingly given to GDP-ism, where culture is sidelined, Indian youth can ensure that the country's learning and artistic legacies are sustained, enriched and expanded

policies, India was able to exercise considerable international soft power.

But that world is now over. How does India adjust its soft power in this rapidly evolving turbulent environment of the early 21st century?

Soft power in this context is an extension of a nation's image abroad, but also reflection of a nation's domestic image and vision. What do Indians, especially young Indians, think it means to be Indian? How can the sought-after global soft power impact and influence domestic policies and national psychology? The two questions, what kind of role India aspires to globally and what kind of society does it aspire to nationally are interlinked. What are the values that should define India's national and global identity?

These questions lead us yet again to the issue of the Asian Lens. India has to take leadership in ensuring that, today, the world looks at the continent through new, Asian Lenses and understands the region through Asian eyes.

Going forward, Asia and India can be in an advantageous position if they can build on their rich heritage of learning as well as incredibly rich and dynamic artistic legacy, including classical and

contemporary. These dimensions can feature in India's global soft power. In a world increasingly given to GDP-ism, where culture is sidelined, Indian youth can ensure that the country's learning and artistic legacies are sustained, enriched and expanded.

India has seized on the slogan 'Make-in-India', with the ambition of transforming the economy into a global manufacturing hub. This is seen as essential in creating employment for the millions of youth coming on to the labour market. India can integrate the soft power feature in this particular dimension of hard power. Its engineers, for instance, can be key drivers of soft power.

In his book, *The Idea of India*, Sunil Khilnani has estimated that Indians will become the most prolific and dynamic writers in the English language. Whatever happens in soft power and other realms in the planet, English will remain the global language. English-language literature by Indian authors too can contribute to the projection of India's soft power.

Thus, in looking at this opening decade-and-a-half of the 21st century, one can hypothesise that whereas it is more than likely that China will emerge as the next global hard power, India can and should emerge as a 21st century global soft power. India can be the global hub of intellectual, spiritual and artistic creativity and the vehicle for the creation of Asian Lenses.

The author is visiting professor at NIIT University, Neemrana, and emeritus professor of International Political Economy at the IMD Lausanne, Switzerland

Financial Express, New Delhi, April 6, 2015



NIIT airport work on track

A STAFF REPORTER

TECH PROP

Calcutta, Feb. 1: NIIT Technologies Ltd is looking to complete the implementation of a Rs 344-crore airport management project across 10 cities by March 2015.

In April 2013, NIIT had bagged the contract from the Airports Authority of India to set up airport operation control centres in the 10 cities in partnership with SITA, an air transport IT and communication specialist.

The project has already been executed in five airports — Jaipur, Calcutta, Chennai, Ahmedabad and Guwahati.

The project aims to create an airport management system by consolidating multiple sets of information from different systems and interfaces in a single database, providing real-time data to travellers and stakeholders across the 10 cities.

The modernisation drive of the civil aviation ministry is expected to improve capacity utilisation, passenger flow and airport management.

The system will integrate through 13 layers of interfaces such as flight information, air

- **The project:** Single database for 13 types of information in airports
- **Advantage:** Superior real-time data for travellers
- **Project size:** Rs 344 crore
- **Scope:** Database for 10 airports, including Calcutta

traffic control, messaging system, voice control system, baggage handling and building management.

"We are hoping to complete everything by March 2015. Nine will surely go live," said Arvind Mehrotra, president (infrastructure management services business) of NIIT Technologies.

The other cities to be covered by the project are Mangalore, Trichy, Trivandrum, Calicut and Pune.

The Pune project, however, has to sort out communication challenges between the AAI and the Indian Air Force.

The AAI web portal is now equipped to display information real time.

The Telegraph, Kolkata, February 2, 2015



NIIT Tech bets big on infra management services

ABHISHEK LAW

Kolkata, February 2

NIIT Technologies expects its infrastructure management services segment to contribute nearly 25-30 per cent of its turnover by FY19. The segment currently accounts for 18 per cent of its topline.

The company reported a turnover (standalone) of about ₹983 crore for the nine-month-period ending December 2014.

According to Arvind Mehrotra, President, Infrastructure Management Services Business, NIIT Technologies, the contribution from infrastructure management services has seen an upward movement by 5 percentage points (to 18 per cent). Till FY14 it was about 13 per cent of the turnover.

"We see huge potential in the segment and investments are being made accordingly. Our staff are being trained accordingly. We have come out with a proprietary framework too," he told *Business-Line* during his recent visit to the city.

Amongst the infrastructure management services, NIIT will



Arvind Mehrotra

focus on verticals such as travel, banking, financial sector and insurance, manufacturing and media. With economic revival in the West, Mehrotra sees good growth opportunities in the US, UK and Europe.

Airport management

NIIT Technologies is likely to complete the implementation of the ₹344-crore airport management project across 10 cities by March.

These airports are managed by the Airports Authority of India. Implementation has been done in five airports — Jaipur, Kolkata, Chennai, Ahmedabad and Guwahati. Work is expected to be completed in Mangaluru, Tiruchi, Thiruvananthapuram, Kozhikode and Pune by the end of this fiscal.

Hindu Business Line, Bangalore, February 3, 2015



Recruitment, HR firms hope Budget will push for job creation, skill development

TE RAJA SIMHAN

Chennai, February 25

The recruitment industry hopes the Budget will address issues of skill development in the backdrop of the Centre's focus on 'Make in India' and the revival of the manufacturing sector.

In the first full-fledged Budget the new government has an opportunity to address the challenges of a widening skill gap, promote capability development, and foster higher education and research under one umbrella programme, according to Moorthy K Uppaluri, CEO, Randstad India, a recruitment company.

The 'Make in India' campaign is expected to create around 100 million jobs by 2022. Employment exchanges in educational hubs and industrial clusters will

help in a better demand-supply match, said Kamal Karanth, MD, Kelly Services, a HR company.

An investment of ₹760 crore on skill development and entrepreneurship will boost the job market, he said.

Contract hiring

According to him, large investments in the infrastructure sector will result in the creation of additional jobs, including fixed-term contract hiring. Investment in the power sector is expected to create jobs in rural India. IT firms will see a rise in spend on staffing, and an increase in contractual hiring. Small and medium size enterprises will be one of the top job creators as they continue to boom. Employment exchange initiatives to create jobs along



Agenda The 'Make in India' campaign is expected to create around 100 million jobs by 2022. AFP

with changes in the labour reforms will signal a healthy job market in the near future, he said.

Flexi-staffing can be an important catalyst in creating jobs and providing skills, but "we need immediate policy intervention to enable exponential creation

of formal jobs," said Rituparna Chakraborty, president, Indian Staffing Federation.

In India organised and formal flexi-staffing has proved to be a stepping stone for over five million youth in the past decade alone, said Chakraborty who is the Senior Vice-President and Co-

Founder, TeamLease Services, a HR company.

Rahul K Patwardhan, CEO Designate, NIIT Ltd, provider of skills and talent development, said companies should get to enable their employees to upskill through certified skill training bodies. The Centre should also create and empower Skills Universities within existing Universities, and enable them to provide training across India through distributed, technology-connected hubs or delivery centres.

He said that schools should not be restricted to work with reputed private training partners to enable this. This will ensure that every student who completes 8th standard gets definite access to at least one certified job ready skillset, he said.

Hindu Business Line, New Delhi, February 26, 2015



New careers are driven by emerging technologies

GET SMAC Social networking, mobile, analytics based on big data and cloud computing (SMAC) are emerging extensively as a new career prospect in India, writes **Diwakar Chittora**

High-end technological solutions are the remedy for every issue that the corporate world has to deal with, be it building connections with stakeholders or recruiting talented employees for the proper functioning of the company. Today, firms have to confront the daunting challenge of hiring employees who possess updated knowledge of the industry and match the educational qualifications that companies usually look for. If we talk about a particular industry, say, Information Technology, the sphere is bombarded with IT professionals, but still, companies have to strive hard to search for the right candidate. Hence, it's crucial for aspiring IT professionals to develop advanced skills in Data Analytics, as the IT industry is gearing itself up for 'Big Data'.

The formula for the Future of Work is called SMAC—social, mobile, analytics and cloud on one integrated stack, where each function enables another to maximise their effect. This is the new enterprise IT model delivering an organisation that is more connective, collaborative, real-time and productive.

Driving force

Innovation, upgradation and efficiency in operations are of utmost importance for businesses as well as the government to survive in the fast changing environment. SMAC (Social, Mobile, Analytics and Cloud) is a path-breaking concept that integrates

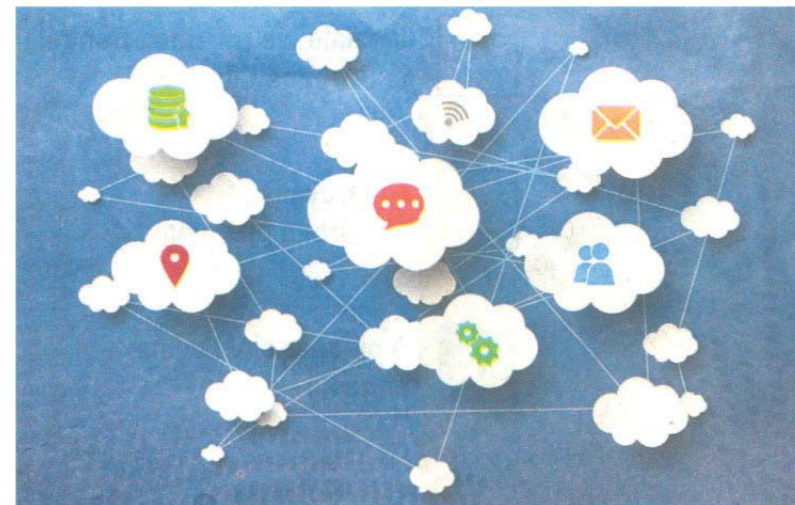
four technologies, namely, Social Media, Mobile, Analytics and Cloud-computing as the driving factors that ensure smooth functioning of a business. The synergy of all these four technologies cultivates innovation with low overheads and high reach. Organisations are clubbing the four technologies together, which makes SMAC an all new integrated IT model that helps enterprises to be more connected, productive, collaborative and real-time.

The convergence of these four technologies i.e. SMAC, is creating a new era where the traditional methods are being replaced by the modern ones. Embracing the new system early will help companies surpass their competitors. SMAC is gradually becoming the new basis of competition, thus assisting firms in creating enhanced business models.

The four pillars

Social Media: Social media platforms have already established their dominance in the market like never before. Various industries now opt for such platforms to market and sell products or to connect with the target audience.

Mobility: The advent of smartphone technology has replaced PCs and laptops, to an extent where, consumers usually run various errands like shopping, paying bills, doing recharges etc. through their uber-smart mobile phones. Further to this, user-friendly mobile applications are now being cre-



ated for an augmented and satisfying experience.

Analytics: Enormous amount of data is being generated every day by individuals and companies. This data is crucial to form strategies and new policies. Companies that keep a tab on such data are likely to emerge as game-changers in the technological landscape.

Cloud: Cloud enables storing huge amount of data without the risk of losing the same. This brings innovation and boosts operational productivity. Cloud has emerged as an important tool in devising strategies and making computing even more convenient and user-friendly.

SMAC and recruitment

In order to stay on trend with current technology and drive revenue through the digital eco-space, SMAC is gaining impetus creating new job opportunities, revolutionising how commerce takes place and changing how competition affects the market.

As IT companies are adopting this new fusion of technologies, they are in huge requirement for employees who are good at working with SMAC. In such a scenario, the basis of recruitment has changed, creating stiff competition among IT professionals. IT companies have embraced the concept of Big Data which further demands highly-skilled employees. To cater to this requirement, organisations are resorting to new-fangled recruitment methods. Hence, aspirants who aim to become IT professionals are required to possess advanced skills in technologies like data analytics, mobility, social networking and cloud computing, in order to find a lucrative job in the sphere of IT.

The recruitment sector will see tremendous transformation coming its way, creating new standards and intense competition among job aspirants going ahead. Earlier, it was talented candidates that firms used to look for, but now it's not just talent but specialised talent that has become the

focus while hiring. Mobile technology has replaced the conventional methods of hiring and will slowly gain traction in the coming years. Besides this, recruitment for IT will now be based on candidates having particular skills that match with the new technological fusion. As new entrants launch themselves into the IT industry, skill-specific and domain-specific hiring will become the focal point while recruiting. The probability of fresh graduates being able to get a job will reduce in such a case.

The hiring scenario in the IT industry is showing an upward swing, owing to the increasing requirement of talented and skilled professionals. The technological shift from traditional to non-traditional is generating umpteen opportunities for job aspirants. Hence in order to leverage the opportunities, IT job aspirants are striving hard to upgrade their skills by taking up SMAC courses, which will help them work in an environment dominated by SMAC.

Improvements

Industries, especially the IT sector, need to revamp their conventional business models with the contemporary ones. In order to work in tandem with SMAC, IT firms are required to imbibe innovation in their services as well as products. Unique and path-breaking ideas should be promoted and appreciated in order to bolster innovation. Organisations must encourage new ideas by widening their horizons and creating more opportunities for employees. Besides this, firms can encourage employees by making them do different types of functions, in order to enhance their overall knowledge of the new technology. Also, by helping employees blossom to their full potential, IT companies attain an edge for themselves in the technological ecosystem.

It is estimated that SMAC will clock revenue from \$70 billion to \$200 billion in the

coming three years. The club of new technologies is generating waves in the digital ecosystem and it is sure to develop the social, mobile, analytics and cloud-computing solutions for organisations, bringing them at par with the global standards. Companies are investing considerably in SMAC, owing to its vast capacity to add value to businesses, record more sales and to be a great support in formulating strategies and policies. Harnessing such unique features of SMAC, organisations are now able to bolster the experience of their customers, empowering them to take right decisions.

The nexus of four technologies i.e. Social, Mobile, Analytics and Cloud has influenced the day-to-day life of people as well as businesses immensely, hence urging firms to employ the technology in their operations in a way that delivers maximum returns. The results like better customer experience, augmented brand image and upgraded products are a testament to the fact that SMAC is here to stay and metamorphose the whole technological scenario of the country.

Courses, institutes

As demand for talent in niche technology areas such as SMAC gets fierce, a number of universities and institutes are emerging to keep up with the digital revolution. Institutes such as NIIT, Aptech, SRM University, CMR University (-Bengaluru, in collaboration with IBM) are few institutes among many online/offline solutions that offers courses in cloud computing, Business Analytics etc.

The SMAC revolution is here to stay. The next generation will turn back and point to a revolution that redefined life and business. As aforementioned, SMAC is not just going to be the talisman for IT industries; it will also emerge extensively as a new career prospect in India.



मैथलैब प्लस गणित विषय को बनाता है आसान : विवेक

अमृतसर, 31 जनवरी (रंधावा): फतेहगढ़ चूड़ियां रोड स्थित स्प्रिंग डेल सीनियर स्कूल में एन.आई.आई.टी. (नित) कंपनी की ओर से मैथलैब इम्पैक्ट अध्ययन को प्रस्तुत किया गया। कंपनी की ओर से आए रिजनल मैनेजर विवेक सुमन व सदस्यों का हार्दिक स्वागत किया गया। विवेक ने बताया कि कंपनी का मकसद है कि मैथलैब प्लस का लक्ष्य छात्रों के लिए गणित के महत्वपूर्ण विषय को सरल, आसान और मजेदार बनाना है।

इससे गणित के परिणामों में बेहतर नतीजे सामने आते हैं। उन्होंने बताया कि इसके तहत कंपनी ने आज तक देश के 11 राज्यों के 34 स्कूलों में कार्यक्रम पेश किया है। इस दौरान सामने आया है कि स्कूलों में मैथलैब की शुरुआत होने के बाद छात्रों और शिक्षकों में भी गणित संबंधी तौर तरीकों में काफी बदलाव आए हैं। मैथलैब ने विषय में रुचि बढ़ाने, तार्किक सोच विकसित करने,



स्प्रिंग डेल सीनियर स्कूल में मैथलैब प्लस द्वारा करवाए गए कार्यक्रम में शामिल प्रि. राजीव कुमार शर्मा, विवेक सुमन और अन्य। (लाटी)

अवधारणाएं याद रखने की स्थितियों में सुधार करने, गणित का भय घटाने तथा इंटरएक्टिव व सहयोगात्मक शिक्षण द्वारा छात्रों का आत्मविश्वास बढ़ाने में काफी सहायता की है। मैथलैब प्लस की सहायता से शिक्षक कठिन प्रतीत होने वाले विषयों को भी समझने में आसान बना सकते हैं।

Dainik Savera, Amritsar, February 1, 2015



स्प्रिंग डेल में मैथ लैब इम्पैक्ट अध्ययन पर हुआ सेमिनार

भास्कर न्यूज | अमृतसर

एनआईआईटी की ओर से शनिवार स्प्रिंग डेल सीनियर स्कूल में मैथ लैब इम्पैक्ट अध्ययन पर सेमिनार आयोजित किया गया। इसे आयोजित करने का मुख्य उद्देश्य स्टूडेंट्स के लिए गणित के महत्वपूर्ण विषय को सरल, आसान और मजेदार बनाना है।

रीजनल मैनेजर एनआईआईटी एन-गुरु विवेक सुमन ने बताया कि एनआईआईटी एन-गुरु मैथ लैब एक भली-भांति अनुसंधान किया गया समाधान है जो यह सुनिश्चित करता है कि स्टूडेंट्स इस विषय में पूरी कुशलता प्राप्त करेंगे। इस तरह से स्टूडेंट्स साइंटिफिक तरीके से सोचने, विश्लेषण करने व कल्पना करने की शुरुआत के लिए एक आधार मिलता है।



Dainik Bhaskar, Amritsar, February 1, 2015

स्प्रिंग डेल में सेमिनार करवाया

अमृतसर : एनआईआईटी की ओर से स्प्रिंग डेल सीनियर स्कूल में मैथ लैब इम्पैक्ट अध्ययन पर सेमिनार आयोजित किया गया। इसे आयोजित करने का मुख्य उद्देश्य स्टूडेंट्स के लिए गणित के महत्वपूर्ण विषय को सरल, आसान और मजेदार बनाना है। रीजनल मैनेजर एनआईआईटी एन-गुरु विवेक सुमन ने बताया कि एनआईआईटी एन-गुरु मैथ लैब एक भली-भांति अनुसंधान किया गया समाधान है जो यह सुनिश्चित करता है कि स्टूडेंट्स इस विषय में पूरी कुशलता प्राप्त करेंगे। इस तरह से स्टूडेंट्स साइंटिफिक तरीके से सोचने, विश्लेषण करने व कल्पना करने की शुरुआत के लिए एक आधार मिलता है।

Dainik Jagran, Amritsar
February 2, 2015

स्प्रिंग डेल में मैथ लैब इम्पैक्ट पर लगाया सेमिनार

प्रतिनिधि

अमृतसर, 1 फरवरी। एनआईआईटी की ओर से शनिवार स्प्रिंग डेल सीनियर स्कूल में मैथ लैब इम्पैक्ट अध्ययन पर सेमिनार आयोजित किया गया। इसे आयोजित करने का मुख्य उद्देश्य स्टूडेंट्स के लिए गणित के महत्वपूर्ण विषय को सरल, आसान और मजेदार

बनाना है। रीजनल मैनेजर एनआईआईटी एन-गुरु विवेक सुमन ने बताया कि एनआईआईटी एन-गुरु मैथ लैब एक भली-भांति अनुसंधान किया गया समाधान है जो यह सुनिश्चित करता है कि स्टूडेंट्स इस विषय में पूरी कुशलता प्राप्त करेंगे। इस तरह से स्टूडेंट्स साइंटिफिक तरीके से सोचने, विश्लेषण करने व कल्पना करने की शुरुआत के लिए एक आधार मिलता है।

Apka Faisla, Shimla, February 2, 2015



स्प्रिंग डेल में मैथ लैब इम्पैक्ट अध्ययन पर सेमिनार

अमृतसर, 01 फरवरी (गगनदीप शर्मा): स्प्रिंग डेल सीनियर स्कूल में एनआईआईटी द्वारा मैथ लैब इम्पैक्ट अध्ययन पर सेमिनार आयोजित किया गया। रीजनल मैनेजर एनआईआईटी श्री विवेक सुमन ने बताया कि सेमिनार का प्रमुख उद्देश्य विद्यार्थियों के लिए महत्वपूर्ण विषय गणित को सरल, आसान और मजेदार बनाना है। उन्होंने बताया कि एनआईआईटी एन-गुरु मैथ लैब एक भली-भांति अनुसंधान किया गया समाधान है जो सुनिश्चित करता है कि विद्यार्थी इस विषय में पूरी कुशलता प्राप्त करेंगे। इस तरह से उन्हें वैज्ञानिक तरीके से सोचने, विश्लेषण करने व कल्पना करने की शुरुआत के लिए एक आधार मिलता है।

Ajit Samachar, Amritsar
February 2, 2015

स्प्रिंग डेल सीनियर स्कूल में सेमिनार

अमृतसर/दीपक मेहरा
एनआईआईटी की ओर से शनिवार स्प्रिंग डेल सीनियर स्कूल में मैथ लैब इम्पैक्ट अध्ययन पर सेमिनार आयोजित किया गया। इसे आयोजित करने का मुख्य उद्देश्य स्टूडेंट्स के लिए गणित के महत्वपूर्ण विषय को सरल, आसान और मजेदार बनाना है। रीजनल मैनेजर एनआईआईटी एन-गुरु विवेक सुमन ने बताया कि एनआईआईटी एन-गुरु मैथ लैब एक भली-भांति अनुसंधान किया गया समाधान है जो यह सुनिश्चित करता है कि स्टूडेंट्स इस विषय में पूरी कुशलता प्राप्त करेंगे। इस तरह से स्टूडेंट्स साइंटिफिक तरीके से सोचने, विश्लेषण करने व कल्पना करने की शुरुआत के लिए एक आधार मिलता है।

Uttam Hindu, Amritsar
February 2, 2015



Impact Study



In an attempt to gauge the effectiveness of its MathLab initiative, which was developed to help students explore the subject of mathematics through the use of colour, touch and sound, NIIT nguru recently collaborated with one of the big four companies to conduct an impact study. 184 schools from 11 Indian states participated in the study, which covered principals, teachers and students from classes III to X, and which addressed both the quantitative as well as qualitative impact on the performance of students who learnt through MathLab.

The quantitative findings of the research reveal that:

- The share of class X students who secured grade A after the implementations of the MathLab initiative in their schools increased from 38% to 46%
 - The proficiency level in maths among students of classes IX and X was higher than those who did not study through the MathLab initiative. The proportion of students with highest level of proficiency in Band 7 was an average 10% & 20% higher respectively in these classes.
 - MathLab students perform better than control group (students who did not have access to Mathlab) across six topics - number, measurement, algebra, geometry, data and chance.
- The qualitative findings are as follows:**
- 70% students showed increased interest in maths



- Respondents reported a better understanding of concepts and learning levels
 - 95% principals and 96% teachers felt that there was significant to moderate improvement in student achievement in math skills
 - Both teachers and principals had positive responses on teacher effectiveness and efficiency
- MathLab promotes learning through applied reasoning and encourages students to come up with solutions to proposed problems, observe certain phenomenon, prove or disprove hypothesis through various hands-on activities and work in groups to discover concepts collaboratively. School that partake in this initiative are provided with the learning solution that includes a range of manipulatives to support 660 activities, worksheet generator for primary classes, digital content, assessment engine and other such tools to support the teaching learning process. Additionally, the ambience and the required hardware is set-up to support the methodology. Furthermore, teachers are trained on the methodology and the usage of the solution.

The Times of India, Pune, February 9, 2015

NIIT UNVEILES MATHLAB IMPACT STUDY

Mohali: NIIT, a leader in skills and talent development has unveiled the MathLab Impact Study at an event organised at Manav Mangal Smart School, Mohali. A breakthrough initiative based on NCERT curriculum, MathLab Plus by NIIT aims at making the vital subject of mathematics simpler, easier and fun to learn for school students, resulting in improved performance and proficiency in math results. Vivek Suman, Regional Manager, NIIT Ltd. said, "NIIT Nguru MathLab is a well-researched solution that ensures the students get a thorough grasp on the subject, thus laying a foundation to initiate students to think, analyse and articulate logically."

Pioneer, Chandigarh, March 2, 2015



मैथलैब इम्पैक्ट अध्ययन को मानव मंगल स्मार्ट स्कूल में प्रस्तुत किया

मोहाली, 28 फरवरी (विजयपाल) : एन.आई.आई.टी. जो कि कौशल तथा प्रतिभा विकास में विश्वस्तर पर अग्रणी कंपनी है, ने आज मानव मंगल स्मार्ट स्कूल मोहाली में आयोजित एक कार्यक्रम में अपने मैथलैब इम्पैक्ट अध्ययन को प्रस्तुत किया। एन.सी.ई.आर.टी. पाठ्यक्रम पर आधारित एक अभिनव प्रयास के रूप में एन.आई.आई.टी. की ओर से मैथलैब प्लस का लक्ष्य छात्रों के लिए गणित के महत्वपूर्ण विषय को सरल, आसान और मजेदार बनाना है जिससे गणित के परिणामों में बेहतर परफॉर्मेंस और दक्षता देखने को मिलती है।

इस अवसर पर अपनी प्रतिक्रिया



विवेक सुमन रीजनल मैनेजर एन.आई.आई.टी. लिमिटेड मैथलैब का उद्घाटन करते हुए।

व्यक्त करते हुए विवेक सुमन रीजनल मैनेजर एन.आई.आई.टी. लिमिटेड ने कहा 4 बड़ी अनुसंधान एजेंसियों में से एक के द्वारा भारत के 11 राज्यों के 34 स्कूलों में हाल

प्रतिशत बच्चे और वयस्क गणित को लेकर चिंतित रहते हैं। यह देखा गया कि स्कूलों में मैथलैब की शुरूआत होने के पश्चात छात्रों तथा शिक्षकों में भी गणित संबंधी तौर तरीकों में काफी बदलाव आए। मैथलैब ने विषय में रुचि बढ़ाने, तार्किक सोच विकसित करने, अवधारणाएं याद रखने की स्थितियों में सुधार करने, गणित का भय घटाने तथा इंटरएक्टिव व सहयोगात्मक शिक्षण द्वारा छात्रों का आत्मविश्वास बढ़ाने में काफी सहायता की। उन्होंने कहा कि मैथलैब इम्पैक्ट अध्ययन यह रेखांकित करता है कि इस उत्पाद ने गणित सीखने सिखाने की विधियों को एक नया आयाम दिया है।

Dainik Savera, Chandigarh, March 1, 2015

As Women's Day approaches on 8th March, **Shampi Venkatesh**, chief people officer, NIIT Limited sets the record straight on all the little discussed issues about women - chauvinism, reservations and mindsets

"Reservations are not going to fix the problem. They are only a starting point"



Ankita.Shreeram@timesgroup.com

WHAT IS YOUR VIEW ON RESERVATIONS FOR WOMEN; FROM THE CLAUSE IN THE COMPANIES ACT TO RESERVATIONS IN BUSES AND TRAINS?

Unfortunately, as a society, we have internalised for too long now that women and men are expected to do clearly differentiated things. To break away from that notion, a certain level of legal reform is required. Reservations are not going to fix the problem. They are simply a starting point. The greater issue lies in transforming existing attitudes. Organisationally, I think middle and

top-level managers need to realise that growth and results cannot be compromised in the name of diversity and inclusion. In an ideal world, there wouldn't be a need for reservations because gender wouldn't be of primary importance.

DO YOU THINK THAT THE FLEXIBLE WORKING REVOLUTION WILL HELP INCREASE THE PERCENTAGE OF WOMEN IN THE WORKFORCE?

Flexible work hours cannot and should not be the only way to attract a greater participation of women in the workforce. It is a perk, an advantage that can be given in exceptional/emergency circumstances and that needs to be communicated adequately enough. Obviously, if you are unable to come into office on a particular day, those very reasons will also affect your productivity from home, whatever they may be. Of course, there are hours of unproductivity that you experience in

office as well. But you are still in a fairly stimulated environment to think and work; versus being at home where there are always going to be other domestic duties.

IF A WOMAN IS FACED WITH A CHAUVINISTIC MANAGER OR COLLEAGUE IN AN OTHERWISE FAIR ORGANISATION, HOW CAN SHE ALLEVIATE THE SITUATION?

Ideally, handle it yourself. Make it known to the concerned colleague that the displayed attitude is not appreciated. The courage to do that obviously needs to come from self-confidence and belief in herself as a professional. If that doesn't help, then report it to the HR manager with concrete evidence of chauvinistic behaviour. Managers need to treat these issues with a consistent and zero tolerant response. Sensitisation workshops and sessions, on a regular basis, should be conducted for employees.

Economic Times, New Delhi, March 3, 2015



Jain college student to represent India at world skill contest

Nishant Jain, a final-year student of MNM Jain Engineering College, Thorapakkam, will represent India at the 43rd World Skills Competition 2015 to be held at Sao Paulo, Brazil, in August. The computer science student will represent India in the IT Software Solutions for Business skill category.

"In the competition one has to code for long hours without using the internet," says Nishant who is also a student at NIIT. "I practised for many hours, so it was easy. I am currently focusing on the big event at Brazil."

Neha Valecha from Bhiwani and Saurabh Kanwar from Karnal are the runners-up. All three candidates were shortlisted after a nationwide competition. The candidates were judged on the following parameters – communications, interpersonal skills, problem solving, innovation, creativity, analysing, designing software solutions.

WSC is the largest international 'Vocational Skills Competition',



which takes place every two years and tests skills ranging from welding to web design, said a release.

The Hindu, Chennai, March 29, 2015

SELECTION

Nishant Jain, an NIIT Chennai student, was declared the national winner of the World Skills Competition (WSC) 2015 in the IT software solutions for business skill category. He will represent India, in that category, at the 43rd WSC scheduled to be held in Sao Paulo in August.

The Times of India
New Delhi, March 9, 2015

Nishant to represent India at the World Skills Competition

Chennai, Mar. 5: Final Selections for World Skills Competition (WSC) 2015 concluded recently in the capital. Nishant Jain, NIIT student from Chennai, has emerged as the national winner in the final selections for the WSC 2015 in the IT Software Solutions for Business (ITSSB) skill category.

With this win, Nishant gets an opportunity to represent India at the 43rd World Skills Competition (WSC) to be hosted at Sao Paulo, Brazil from 11-16 August, 2015.

Neha Valecha from

Bhiwani and Saurabh Kanwar from Karnal were announced as the Runners up during the final selections.

All three candidates were shortlisted after an intensive nationwide competition held in the capital.

The candidates were judged on the following parameters – communications & interpersonal skills; problem solving, innovation & creativity; analysing & designing software solutions; developing software solutions and testing & documenting software

solutions.

IT-ITeS Sector Skills Council NASSCOM (SSC NASSCOM) has been appointed by National Skill Development Corporation (NSDC) to spearhead India's participation at the WSC 2015 for ITSSB skill. Preparations for WSC 2015 ITSSB category is supported by NASSCOM member organizations like Microsoft, IBM, Infosys, NIIT and Mettl.

Earlier, during November 29-30, 2014, the National Selections were conducted in New Delhi, hosted by NIIT.

This event witnessed aspirants competing against each other over a two day intensive selection process.

The shortlisted candidates, were trained under a mentorship program with the best expert and mentors identified by the IT industry.

SSC NASSCOM had facilitated India's participation in the WSC 2013 ITSSB category in the past and the candidate, representing India in that category, Sarthak Jain, was awarded a 'Medallion of Excellence'.

Trinity Mirror, Chennai, March 5, 2015



For Ethical Hacking Enthusiasts

By Suraksha P | Chennai Published: 12th January 2015 06:00 AM Last Updated: 13th January 2015 05:04 PM



With the first batch of the NIIT-EC Council ethical hacking course to graduate this month, NIIT Group President, Skills and Careers, Shivan Bhargava said the feedback has been positive. The Indian based-company which trains individuals in information technology, business process outsourcing, banking finance and insurance among others launched the ethical hacking course in October-November last year owing to the dearth of ethical hackers in the country.

The International Council of Electronic Commerce Consultants (EC Council) is a certification body based in New Mexico best known for its certified ethical hacker programme. "EC Council's certificates are hugely recognised across the globe. With this tie-up, NIIT has industry practitioners and those involved in research imparting training in the ethical hacking programme. We have a special capsule on cyber law. We also have guided virtual labs for the students," says Bhargava.

The course duration is three months and is held for four hours every Saturday making it convenient for IT professionals to take out time on weekends. The students should have a working knowledge of operating systems like UNIX and Linux, SQL, database servers and a minimum experience of one-three years in the IT field to be eligible for the course. Those who wish to test their knowledge of networking concepts and especially TCP/IP fundamentals, can take an online test on NIIT's website. "Every organisation has a firewall and to make it foolproof, it gives licence to ethical hackers to hack to see how vulnerable they are. Simply put, if every house had a lock, to make the lock foolproof, one needs to know how the lock is made, that's how ethical hacking works," he explains.

Some of the modules include Footprinting and Reconnaissance, Scanning Networks, Trojans and Backdoors, Viruses and Worms, Sniffers, Social Engineering, Denial of Service, Session Hijacking, Hacking Webservers, Hacking Web Applications, SQL Injection, Hacking Wireless Networks, Hacking Mobile Platforms, Evading IDS, Firewalls, and Honey pots, Buffer Overflow, Cryptography and Penetration Testing.

The second batch is set to start soon. Asked if they plan to take the course to colleges, Bhargava says the delivery mechanisms do not allow them to do so. "The course is priced at `29,000. Though the course is available only in select NIIT centres, it is available in all metros which is where the IT market largely is," he says. According to NASSCOM, India will require at least 1.8 lakh IT security professionals and over 70,000 ethical hackers by 2015, whereas at the moment it produces only 15,000 in a year, said a statement released by NIIT recently.

With IT majors increasingly adopting cloud computing, challenges to secure data has become more important than ever. With Indian e-commerce industry increasing by the day, the need for trained network security professionals is becoming essential. Though India has low internet penetration cybercrimes in India has seen a multi-fold increase. Ethical hacking as a career provides lucrative options and short-term courses like these act as value additions.

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<http://www.newindianexpress.com/education/edex/For-Ethical-Hacking-Enthusiasts/2015/01/12/article2609933.ecr>



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NIIT chairman - India

NIIT: A university for career focused education

Education Insider | India | 25/02-15 16:16

A leading centre of innovation and learning in emerging areas of knowledge, NIIT University is dedicated to building great careers for

...job opportunities for our students through career focused education, says **Rajendra S Pawar**, Founder of NIIT University and Chairman of NIIT Limited .

WORDS MATCHED **Rajendra, Rajendra S Pawar, Pawar, NIIT**

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THE HINDU

Sowcarpet resident to participate in WSC

March 29, 2015



Nishant Jain, a final-year engineering student and a resident of Sowcarpet, will represent India at the 43rd World Skills Competition 2015 to be held at Sao Paulo, Brazil, in August. The student of computer science will represent India in the IT Software Solutions for Business skill category.

"In the competition, one has to code for long hours without using the Internet," says Nishant who is also a student at NIIT. "I practised for many hours, so it was easy. I am currently focusing on the big event at Brazil."

Neha Valecha from Bhiwani and Saurabh Kanwar from Karnal are the runners-up. All three candidates were shortlisted after a nationwide competition. The candidates were judged on the following parameters – communications, interpersonal skills, problem solving, innovation, creativity, analysing, designing software solutions.

WSC is the largest international 'Vocational Skills Competition' that takes place every two years, said a release. He is a resident of Sowcarpet.

<http://www.thehindu.com/todays-paper/tp-features/tp-downtown/sowcarpet-resident-to-participate-in-wsc/article7044046.ece>



दैनिक ट्रिब्यून

शिक्षा का कुआं प्यासे के द्वार

Posted On February - 17 - 2015

टेक्नोलॉजी/ अशोक जलिक

कई वर्षों तक बिना शिक्षक की सहायता के कंप्यूटर का इस्तेमाल सिखाने के तरीकों को खोज रहे दिल्ली में एनआईआईटी के नामी विशेषज्ञ डॉ. सुगता मित्रा ने 1999 में अपने विचारों को प्रायोगिक रूप देने का फैसला किया और जल्दी ही उनकी टीम ने दिल्ली में कालकाजी से सटे स्लम में एनआईआईटी परिसर के निकट एक 'होल-इन-द-वाल' बना कर दौवार की एक बाहरी छिडकी में लगे कंप्यूटर के माध्यम से, स्वतंत्र रूप से स्लम वासियों के उपयोग के लिए एक कंप्यूटर सुलभ करवा दिया। यह कंप्यूटर ऐसे स्लम निवासी बच्चों के बीच हिट साबित हुआ, जिन्होंने कभी कंप्यूटर का उपयोग नहीं किया था।



छिडकी में फिट कंप्यूटर, माउस के स्थान पर छोटा सा टुक पेंड, बिजली और इंटरनेट। कोई अध्यापक नहीं, कोई रोकने वाला नहीं, कोई टोकने वाला नहीं, जिसको सीखना हो कभी भी आकर सीख सकता है। यह पहला प्रयोग था इसके बाद मध्य प्रदेश, तमिलनाडु और उत्तर प्रदेश के कई अन्य नगरों में 'होल-इन-द-वाल' प्रयोग के रूप लागू किया गया। पहले सुगता मित्रा ने प्रयोग का क्षेत्र भाषा सीखने का रखा और वह भी तमिलनाडु के सुदूर ग्राम में। न केवल बच्चे अंग्रेजी सीख गये, वरन् अंग्रेजों से अधिक अंग्रेजियत की शैली भी सीख गये। उन्होंने बायो-टेक्नोलॉजी जैसे दुर्लभ विषय पर भी बिना किसी बाहरी सहायता के परीक्षा पास करने योग्य ज्ञान प्राप्त कर लिया। ज्ञान आया जिज्ञासा से, समूह में आदान-प्रदान से, देखकर सीखने से। डॉ. मित्रा ने इस नए तरीके को मिनीमली इनवेसिव एजुकेशन कहा। इस सफलता से उत्साहित होकर संस्थागत रूप से 2001 में इसके प्रसार प्रक्रिया की शुरुआत की गई। इसके पहले घरों में 6-14 वर्ष की आयु के ग्रामीण/शहरी बच्चों को लक्षित किया गया। आम तौर पर ऐसे कंप्यूटर स्कूल के खेल के मैदान में लगाए जाते जिससे बच्चे स्वयं ही व्यवस्थित और मजेदार वातावरण में खेल-खेल में ज्ञान प्राप्त करते।

सन 1999 में शुरुआत के बाद से यह परियोजना भारत, अफ्रीका और कंबोडिया में 500 से अधिक स्थानों पर शुरू की गई, अब तक 100000 से अधिक बच्चों ने इससे कंप्यूटर साक्षरता हासिल की है। इससे शैक्षणिक भागीदारी, मूल्यों और व्यावहारिक पहलुओं पर बहुत अच्छा प्रभाव पड़ा है। कुछ वर्ष पहले दिल्ली और भूटान में कंप्यूटर शिक्षण को अगले स्तर तक ले जाने के प्रयोग आयोजित किए गए जिसमें बच्चों के समूहों ने इंटरनेट के लिए प्रारंभिक घरण के उपयुक्त हार्डवेयर, सॉफ्टवेयर सामग्री प्रदान की।

ज्ञान के इस युग में इस प्रयोग के सबक शिक्षा को बड़े नगरों से बाहर निकालने के लिए इस्तेमाल किए जा रहे हैं। अब तक शिक्षा के लिए प्यासे को कुछ तक यानी बड़े नगर पहुंचना पड़ता है। ज़ाहिर है जहां पढ़ेंगे, वही रहेंगे, वही नौकरी लेकर आसपास ही बस जायेंगे। अनेक सम्पन्न लोग अपने बच्चों की अच्छी पढ़ाई के लिये नगर में आ बसते हैं। आज स्थिति यह है कि हर राज्य में एक या दो नगर ही शिक्षा के केन्द्र बन गये हैं, शेष स्थानों पर शैक्षणिक सुखा पड़ा है। शिक्षा नगरों में बँठी हुयी है और सब नगर में नहीं बस सकते।

सुगता मित्रा कहते हैं कि यदि कोई अध्यापक मशीन से विस्थापित हो सकता है तो उसे हो जाना चाहिये। ज्ञान सहज उपलब्ध हो, बच्चों में जिज्ञासा हो तो ज्ञानार्जन सरल है। सामाजिक परिधि में न जाने कितना कुछ बच्चा देखकर ही सीखता है। वह जो भी जानना चाहता है, गूगल पर देखकर खोज ही लेगा। उनका प्रयोग प्रभावी है और निष्कर्ष स्पष्ट। जहाँ अध्यापक नहीं है, वहाँ भी निराश होने की आवश्यकता नहीं। गांव का कोई बड़ा और समझदार व्यक्ति जिज्ञासा, उत्साह और सामूहिक भागीदारी का वातावरण बनाकर अध्यापक की कमी पूरी कर सकता है।

छुगगी-झोपडियों के बच्चों के लिए कम्प्यूटर शिक्षा उपलब्ध कराने के लिए डॉ. सुगता मित्रा को 2013 में अमेरिका का प्रसिद्ध डेड पुरस्कार दिया गया। यह पुरस्कार उस असाधारण व्यक्ति को दिया जाता है जिसने बहुत अधिक प्रभाव डालने वाले किसी प्रोजेक्ट को सोचा और उसे लागू किया हो।

सेन्फ डायरेक्ट लार्निंग के विशेषज्ञ होने के नाते मित्रा ने सेन्स (सेन्स ऑर्गनाइज्ड लार्निंग एनवायरमेंट्स) का विकास किया। डेड पुरस्कार राशि से वे मित्रा क्लाउड (शिक्षा के वातावरण) से एक ऐसा स्कूल बनाना चाहते थे जहाँ बच्चों से न केवल बड़े-बड़े सवाल पूछे जायें वरन् उन्हें बौद्धिक यात्राओं के लिए तैयार किया जा सके। आज विश्व के अनेक विश्व विद्यालय इस तरह से उच्च शिक्षा को सर्व सुलभ करने में लगे हैं। हाल में भारत के प्रतिष्ठित आईआईटी और आईआईएम आदि संस्थानों के सभी व्याख्यान इंटरनेट पर सर्व-सुलभ करने का फैसला कुछ को प्यासे तक लेजाने का नया मुहाराबा बना रहा है।

<http://dainiktribuneonline.com/2015/02/%E0%A4%B6%E0%A4%BF%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%BE-%E0%A4%95%E0%A4%BE-%E0%A4%95%E0%A5%81%E0%A4%86%E0%A4%82-%E0%A4%AA%E0%A5%8D%E0%A4%AF%E0%A4%BE%E0%A4%B8%E0%A5%87-%E0%A4%95%E0%A5%87-%E0%A4%A6>



The Times of India

Expectations for skills sector by Rahul Patwardhan, NIIT

PTI | Feb 24, 2015, 12.00PM IST

NEW DELHI: The government has been laying a lot of emphasis on skills development to promote economic growth, hence we are hopeful that the finance minister will announce some much awaited reforms to hasten the pace of the sector. As private sector participation is key to developing skilled manpower, we expect specific indirect tax rebates in the forthcoming budget, for the companies and its partners i.e. be it direct partners or their franchisees, involved in skilling.



We would also expect the government to take initiatives to build social acceptance and industry buy-in for skills development through high decibel media campaigns, through which vocational skill courses/jobs are made aspirational. Placing a premium on certification by ensuring only certified people get government jobs is much required. Accelerated tax benefits should be provided to organizations that enable their employees to upskill through Sector Skills Council approved training and certification bodies.

The government should also create and empower Skills Universities within existing universities, and enable them to provide training pan-India through distributed, technology-connected hubs or delivery centers. High government spends on skills development initiatives should be continued.

Further, schools and colleges should be mandated that every student of class 9 and above, acquires at least one QP/NOS certified job ready skill - in addition to regular school/college curriculum and school-leaving/college graduation certification. And all schools to be free of any restriction to work with reputed private training partners to enable this. This will ensure that every student who completes 8th standard, gets definite access to at least one certified job ready skill set.

<http://timesofindia.indiatimes.com/budget-2015/student/Budget-2015-Expectations-for-skills-sector-by-Rahul-Patwardhan-NIIT/articleshow/46352709.cms?>

INDIAN EXPRESS

Pre-Budget Expectations for the Skills Sector by Mr. Rahul K Patwardhan, CEO Designate, NIIT Limited, a Global Leader in Skills and Talent Development

NEW DELHI, February 23, 2015 /PRNewswire/ --

The government has been laying a lot of emphasis on skills development to promote economic growth, hence we are hopeful that the Finance Minister will announce some much awaited reforms to hasten the pace of the sector. As private sector participation is key to developing skilled manpower, we expect specific indirect tax rebates in the forthcoming budget, for the companies and its partners i.e. be it direct partners or their franchisees, involved in skilling.

(Logo: <http://photos.prnewswire.com/prnh/20130625/100>)

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