



Students of the Jammalal Bajaj Institute of Management in a jubilant mood during Strategym '09

Make that change

The Jammalal Bajaj Institute of Management Studies, Mumbai, recently presented Strategym '09, its 14th annual business convention. The theme was "Providing a whole new approach to the age-old problem faced by industry and bring about a paradigm shift in the way various business situations are perceived in a fast changing business arena." Eight research papers were presented, and problems discussed and possible solutions offered. The winning entry was the paper on "Mitigating traffic congestion in Mumbai". The presentation on "Buyback of securities" won the second prize. It analysed the problems faced by stakeholders when a company buys back its securities. The third prize winner was the paper on "Revamping the Indian postal system".

nounced that more than 7,300 institutions worldwide are accepting the TOEFL® (Test of English as a Foreign Language™) test to assess English language proficiency for both undergraduate and graduate applicants. Of these, approximately 5,175 are located in the US and Canada, 1,000 in continental Europe, 200 in the UK, 600 in

Asia, 100 in Australia and New Zealand, with the majority of the remaining institutions in Africa and West Asia. ETS has increased the number of test administration sites to allow greater ac-

cess and flexibility for test takers. Currently, there are more than 4,500 test administration sites globally.

Award time

GlobalScholar (www.globalscholar.com), a US-based education services company, and EducationWorld, an Indian magazine for education news and analysis, are inviting nominations for the GlobalScholar-Education-World Young Achievers Award 2009. The awards aim to acknowledge and inspire bright youngsters (between 12 and 25 years) from across India in four fields — science, maths and technology; arts and music; social work

CAMPUS BUZZ

Prize affair

The Heritage Institute of Technology, Calcutta, recently felicitated the toppers of the 2008-2009 batch. The prizes were given away by former Team India captain Kapil Dev. The event also included an interactive session with the cricketer, who shared his dreams, passions and views, as well as fielded queries from students.



and sports. Entry forms can be downloaded from www.Globalscholar.com/ya or www.educationworldonline.net. The last date of submission is December 12.

Ready to work

Centum Learning Limited, a Bharti associate, is conducting six programmes in the BFSI (banking, financial services and insurance) sector in collaboration with Annamalai University and Ignou. This entails both degree and diploma courses. Students who want an MBA degree can opt for specialisation in banking and finance or insurance. Those looking for short-term courses can

TOEFL soars

Educational Testing Service (ETS) recently an-

Brain spa comes to India

Every year Lakshmi Pradhury took time off for a mind massage. For an annual dose of intellectual stimulation, she headed to the evocative locations of the TED conferences. This year, however, she is busy with the brain spa in India. The Infosys training campus near Mysore has been playing host to the extraordinary TED conference since November 4. TED, a non-profit organisation, started in 1984 as a conference to bring together people from the spheres of technology (T), entertainment (E) and design (D). It invites the world's leading thinkers and intellectuals to speak for 18 minutes. Their talks are available at www.ted.com. The annual TED conference is held at Long Beach, California, and the TED Global conference is organised in Oxford in the UK.

TED India, being held from November 4-7, is the first such event to be organised in Asia. According to TED curator Chris Anderson, India was selected as a destination because of the wide recognition that the country will play a key role in shaping the world's future. "It helped that there was already a sizeable Indian audience for TED talks," he adds. For Anderson, who spent many years at the Woodstock School in Mussoorie, this is a happy homecoming. TED sees an amalgamation of exceptionally gifted people from every sphere of

Mysore is playing host to a mind-boggling event. Log on to the website for more, says

Tessy Koshy

life such as Bill Gates, Jane Goodall, Al Gore, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Isabel Alende and Gordon Brown.

The speaker list this time too promises to be impressive. So you have doctor and researcher Hans Rosling who will share surprising data on international health, founder of Aveda Horst Rechelbacher talking about his life as an ecopreneur and mythologist Devdutt Pattanaik explaining the link between mythology and business.

The list includes Anand Mahindra, managing director of Mahindra and Mahindra, cricket commentator Harsha Bhogle, actor-director Kamal Haasan, social entrepreneur and performer Mallika Sarabhai, Union minister of state for external affairs Shashi Tharoor, film director Shekhar Kapur, Tony Hsieh, CEO of Zappos.com, and dictionary innovator Erin McKean.

"TED is not like a typical conference. At TED we have an artist, an architect, a scientist, a writer, a diplomat, a

business person or a neurosurgeon, all truly exceptional in their fields," points out Pradhury.

As the theme of TED India happens to be "The Future Beckons," the event will see many young minds delivering path-breaking talks. One such talented young Indian is Pranav Mistry, a student of the Massachusetts Institute of Technology, Boston, who created a "sixth sense" device. A PhD student of the Fluid Interfaces group at the MIT Media Lab, Mistry's device attracted worldwide attention when it debuted at the TED talks at Long Beach, California, earlier this year.

The sixth sense is a wearable device comprising a pocket projector, a mirror and a camera. It sees what you see and lets its users use natural hand gestures to interact with information in front of them. For instance, if you pick up a product at a supermarket, the device can project information about its quality, pricing or other rele-

vant information, helping you make an informed choice. If you want to know the time, just make the sign of a watch on your wrist and the device will give you the time. Need a calculator? Just act like you are holding one in your palm.

With this invention Mistry wanted to merge the digital world with the real one. "For everyday information it will replace the desktop, mobile phone or the small computers that we use. I wanted to take the advantages of the digital world and blend it with the outside environment," he says. The former IIT Bombay student from Palanpur in Gujarat will be showcasing many of his other inventions at TED India.

The TED talks are not open for the speakers — a large part of the participants come as the audience. There are three ways of attending a TED event. By either paying \$2400, or \$1400 if you are a non-profit organisation, or absolutely free of cost if you are selected as a TED fellow. Fellows are selected through applications and are usually brilliant in their fields. "TED fellows can participate in talks, give their own talks or attend the TED University, an event held prior to the conference," says Pradhury. This year 103 TED fellows were selected from 700 applications.

The TED talks and videos are available free online. So, log on for that mind massage now.

COURSES

Postgraduate diploma in management (2010-12), Xavier Institute of Management, Bhubaneswar

Last date: December 5

- 1) Two-year full-time PGDM
- 2) Two-year full-time postgraduate diploma in rural management
- 3) Three-year part-time postgraduate diploma in

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management for working executives
4) Fellow programme in management

Eligibility:

- 1) Three-year bachelors degree in any discipline. Admission is through XAT
- 2) Three-year bachelors degree in any discipline. Admission is through XAT or the test conducted by IRMA

Contact:

Online application and

details at www.ximb.ac.in

Postgraduate diploma in management, SDM Institute for Management Development, Mysore

Last date: December 8

It's a two-year residential programme, approved

and awarded 'equivalent to MBA' status by the AICTE. Admission is through CAT, to be held from November 28 to December 7.

Eligibility:

Three-year bachelors degree or equivalent in any discipline with at least 50 per cent marks in aggregate or equivalent CGPA.

Contact:

Deepak Chandrashekar, admissions officer, SDM IMD, Site No. 1, Chamundi Hill Road, Siddarthanagar Post, Mysore-570011. Phone (821) 2429722, 2429161, 2420490, email admission@sdmimd.ac.in

Unleash your criminal fantasies

Bodies turning up at every bend, deep psychological scars that twist the mind, crime that's cold and calculated, or violent lives emerging from a gangster legacy — what's your style? Write a 300-word opening of a crime story and your work will be judged by best-selling British crime writer Jake Arnott.

The "Criminal Fantasies" contest is being organised by the British Council and Crossword Bookstore, and a meeting with Arnott will be held at the bookstore on November 12 at 6pm.

The work should be original and have your name and contact details written at the bottom. Arnott will judge three best pieces and prizes will be given out on the spot. The winning entries will also be published online. Send your entries to Nibedita Ghosh by November 10, within 3pm at Nibedita.Ghosh@in.britishcouncil.org.

opt for one-year diploma programmes in these streams.

CALCUTTA

New centre

The Government College of Engineering and Ceramic Technology (GCECT), Calcutta, was recently recognised as a centre of excellence by the computer technology and IT consulting corporation, IBM. A special centre for the benefit of both students and faculty members was inaugurated on October 13. A collaboration for software development with the multinational giant is also in the pipeline.

Power women

The Association for Women with Disability organised a discussion on Equality of Opportunities and Rights: Key to Advancement of Women with Disability on November 3 at the Peerless Inn, Calcutta, in association with SARPV, Bangladesh, AKASA, Sri Lanka, and Healthlink Worldwide, the UK. The aim was to create a space for interaction with officials from key departments like health, nutrition, education and employment as well as prominent members of society who can spread awareness about the problems of disabled women. A three-day plenary meet is on where disabled women from different parts of India as well as from other countries like Sri Lanka, Bangladesh, Nepal, Pakistan and Afghanistan will share their experiences, challenges and achievements under a three-year initiative called Creating Spaces for Women with Disabilities to communicate and advocate for their rights. For details, see www.nsawwd.org.