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VISA KHAPATNAM * HYDERABAD * BENGALURU

Special Issue - 2013

32nd Foundation Day | 3rd Convocation
95th IEA National Conference | GUSAC | TED^x

Our Republic Day

26 January 2013



The 64th Republic Day was celebrated with fervor and enthusiasm at GITAM University campus on 26th January 2013. Vice-Chancellor Prof.G.Subrahmanyam hoisted the national flag.In his message Vice-chancellor thanks the management, officers, faculty, employees and students of the University for their hard work and taking the University forward to new heights and inspired and motivated all employees and students of GITAM University to work hard for better progress of the University. He also announced that several new projects are being likely launched in near future. Awards and appropriation certificates were given to faculty members, employees and students and recognition of their sincerity and hard work. The students of constituent colleges of the University presented a colorful cultural program at this occasion.



Vice-Chancellor's Message

Today, GITAM UNIVERSITY is located in three picturesque campuses at Visakhapatnam, Hyderabad and Bangalore (Karnataka). The University has turned into one of the biggest universities in the state of Andhra Pradesh and has all the characteristics of a world-class University.

Today, GU occupies a distinctive and distinguished place among universities of its kind. It offers splendidly varied and high-quality opportunities for learning and research to the benefit of students and society. GU's standing is enhanced by virtue of belonging to one of the best university systems in the world and, in turn, GITAM adds luster to the reputation of that system. Even as the University becomes increasingly active in expanding its academic activities, it keeps on focusing on its contribution to the society.

Recognizing the holistic education the University is imparting, the Ministry of Human Resource Development, Govt. of India ranked GITAM as 'A' category University among the universities of its kind. The university is accredited by the National Assessment and Accreditation Council (NAAC) with 'A' Grade. The University Grants Commission granted 12 B status to the University which helped to strengthen the research activities in the departments.

GU will continue fostering quality and excellence, the bedrocks on which the success of an educational institution lies. The University helps the society not by compromising on quality but adhering to it, and strongly believes that every step which deters the university from quality is a step towards mediocrity and paralysis. The hard-won reputation of GU as a premier University in the country carries with it responsibility as well as opportunity. The University is perceived as strong and respected so long as it provides quality education of global standards. The University must therefore continue to adapt and develop.

GITAM's success story stands as a stunning example of building a world-class university with decades of careful planning, dedication and commitment and provides inspiration to similar higher educational institutions.

Prof. G.Subrahmanyam
Vice-Chancellor, GITAM University

GITAM

32nd Foundation Day

Celebrations

GITAM University celebrated its 32nd Foundation Day on 11th August 2012, in a grand manner. Vice-Chancellor Prof.G.Subrahmanyam presided over the celebrations. GITAM President Dr.M.V.V.S.Murhti and GITAM Chancellor Prof.K.Ramakrishna Rao presented the GITAM Foundation Annual Award to noted agricultural Scientist Dr.M.S.Swaminadhan. 'GITAM Foundation Award' is instituted with the benevolent donation of Dr. M.V.V.S. Murthi with a corpus of Rs. 3 crores. A part of the interest earned is presented on GITAM Foundation Day every year in recognition of the exemplary services rendered by an eminent person in the chosen field for the benefit of the society at large.

President of GITAM Dr.M.V.V.S.Murthi said Mahatma Gandhi, Rabindranath Tagore and MS Swaminathan were among the 20 most important people in the world. Swaminathan was an eminent personality who had brought about green revolution in the country.

Vice-Chancellor Prof.G.Subrahmanyam presented a brief report on University future plans. Vice-Chancellor mentioned that the University is offering 109 UG, PG and doctoral programs in diverse disciplines of technology, science, pharmacy, management, international business, architecture and law. He said that with over 11,500 full time students, about 750 full time faculty and over 450 research scholars, the University has emerged as the biggest deemed to be University in the state of Andhra Pradesh. He pointed that within a short span, the University has accomplished significant achievements in several areas. He announced that the University prepared a Vision-2020 document to transform the University into a centre of excellence in teaching, research and consultancy through appropriate initiatives and strategies, utilizing the available resources, both physical and human. He said that the University's goal is to remain an internationally acclaimed university, recognized among the best in the world, a magnet for the world's finest minds, a transformational force for good.

The University also presented the Best Teacher Award to Prof.P Sheela, Best Supporting Staff Award to Sri.V Chiranjeevi Narasimham, Sri. K Srinivasu and Sri.Ch Venkateswara Rao through the hands of Dr. M.S.Swaminathan ■





Prof. M.S. Swaminathan receiving prestigious GITAM FOUNDATION AWARD from GITAM President Dr. MVVS Murthi. GITAM University Chancellor Prof. K. Ramakrishna Rao also present

Ever-green Revolution

Prof M S Swaminathan, FRS, UNESCO Chair in Ecotechnology

I am happy to be here on a day this young and dynamic University is celebrating its Foundation Day. Within a short span of time, GITAM University has become one of our most eminent Centres of Education and Research. I complement the University on its vision 2020. I am confident that with your enlightened and visionary leadership, you will be able to achieve the goal of making GITAM a leading Global University, imparting reliable and quality education of global standards. I thank the Vice Chancellor, Faculty and Students of this University on their commitment to academic excellence and social relevance in their curricular activities.

We have recently had a UN Conference on Environment and Development at Rio de Janeiro. This Conference popularly known as “Rio +20” placed emphasis on achieving a green economy coupled with socially inclusive growth. I shall therefore deal with this topic, particularly in relation to what Universities can do to promote a “do ecology” approach to sustainable development.

Green economy has been defined as **one that results in improved human well being and social equity, while significantly reducing environmental risks and ecological scarcities. Green economy is one which is low carbon, resource efficient and socially inclusive. In a green economy, good ecology is the foundation for good business.**

The High Level Panel of Experts (HLPE) of the World Committee on Food Security (CFS), which I chair, has stressed in its report on Land Tenure and International Investments in Agriculture 2011 that the future of food security will be in danger, if current ‘land rush’ to buy good agricultural land for biofuel production, particularly in Africa, does not stop. At my instance, the FAO has recently established a Global Soil Partnership to mobilize the power of partnership in combating soil erosion and for conserving prime farm land for agriculture. In her address to the Stockholm Conference on the Human Environment held in 1972, Indira Gandhi stressed the need for attending to the genuine needs of the poor and for curbing the greed of the rich in order to achieve sustainable development.

In a lecture delivered in 1973, I pleaded for promoting the concept of “**Do Ecology**” in the following words

“While industrialized countries can adopt the principle of “don’t ecology” in order to curb unsustainable lifestyles and the ever expanding human footprint on natural resources, developing countries should adopt the approach and methods of “do ecology”, which can help them to achieve their social and

developmental goals without ecological harm. “Don’t ecology” has to take the form of regulations to prevent unsustainable consumption, particularly of energy. “Do ecology”, on the other hand, has to be based on education, social mobilisation and regulation in order to overcome unacceptable levels of poverty and malnutrition.”

The Do Ecology approach is particularly needed in the areas of food and water security. **2012 marks a historic transition in India from a ship to mouth existence to conferring the legal right to food based on homegrown food grains.** This historic transition was achieved partly through what is popularly known as the green revolution. As early as January 1968 before the term green revolution was coined by Dr William Gaud of the United States, I warned Indian farmers about the need for mainstreaming ecological principles in farming practices. Extracts from my lecture at the Indian Science Congress held at Varanasi in January 1968 are given below:

“Intensive cultivation of land without conservation of soil fertility and soil structure would lead ultimately to the springing up of deserts. Irrigation without arrangements for drainage would result in soils getting alkaline or saline. Indiscriminate use of pesticides, fungicides and herbicides could cause adverse changes in biological balance as well as lead to an increase in the incidence of cancer and other diseases, through the toxic residues present in the grains or other edible parts. Unscientific tapping of underground water would lead to the rapid exhaustion of this wonderful capital resource left to us through ages of natural farming. The rapid replacement of numerous locally adapted varieties with one or two high yielding strains in large contiguous areas would result in the spread of serious diseases capable of wiping out entire crops, as happened during the Irish Potato Famine of 1845. Therefore, the initiation of exploitative agriculture without a proper understanding of the various

consequences of every one of the changes introduced into traditional agriculture and without first building up a proper scientific and training base to sustain it, may only lead us into an era of agricultural disaster in the long run, rather than to an era of agricultural prosperity.”

The above analysis led me to coin the term **Ever-green Revolution** which I defined as improving productivity in perpetuity without associated ecological harm. Ever-green revolution is the only pathway available to developing countries with small farms and a large malnourished population. The smaller the farm the greater is the need for marketable surplus. Unlike in UK, and other industrialised nations, nearly two thirds of the population of India depend on agriculture for their livelihood. **Therefore in India, as well as sub-saharan Africa, agriculture is not just a food producing machine but is the backbone of the livelihood security system of a vast majority of population.** This is why the efforts to produce more food, fodder, fiber, fuel and other farm commodities should be based upon environmentally sustainable practices. This can be achieved both by organic agriculture and evergreen agriculture. Organic farming is more feasible if the farmer has adequate livestock population.

It is well recognized that the hunger prevailing in the world now is largely due to inadequate purchasing power. **The food security challenge can be related to the famine of jobs rather than the famine of food in the market.** One of the easy methods of overcoming malnutrition is mainstreaming nutritional considerations in farming systems research and development. This will call for the development of a **Farming System for Nutrition programme (FSN)**. Such a programme could include the following components:

(i) Crop – livestock integrated farming system involving dairy animals as well as sheep, goat and poultry; this farming system can also include wherever feasible fisheries both inland and coastal aquaculture

(ii) Legume – cereal rotation based cropping system which will always include in the rotation a pulse crop. The Pulses Village model will be a useful one for ending protein hunger

(iii) Mainstreaming nutrition in horticulture (nutritional malady and horticultural remedy) with particular reference to hidden hunger induced by the deficiency of micronutrient like iron, zinc, vitamin A and Vitamin B 12.

(iv) Biofortification based cropping system, using crop varieties rich in specific micronutrients like iron, zinc, vitamin A etc. Beta carotene rich sweet potato, quality protein maize as well as *moringa* are examples

(v) Food safety and post-harvest management particularly to ensure that the grains are not infected with mycotoxins.

The other area which requires attention is anticipatory action to meet the challenges arising from global warming and climate change. Steps will have to be taken to face the problems of drought, flood, high mean temperature and sea level rise. In all these areas we will need an interaction between public policy and technology.



Price volatility is one of the important causes of hunger. 2008 witnessed a sudden increase in the price of rice, wheat and other foodgrains. India's strategy for containing price volatility in major staple grains is to purchase adequate quantities of foodgrains from farmers at an assured minimum support price. At present, globally prices of food commodities are tending to rise (See Figure). The situation will get worse with the increased frequency of occurrence of drought and floods, whether or not associated with climate change and global warming. **It is clear that the future belongs to nations with grains and not guns.**

Sea water constitutes over 97 percent of the global water resource. One of the consequences of global warming will be sea level rise. There is need for strengthening coastal defenses against sea level rise by erecting mangrove bioshields. Sea water farming based on agri-aqua techniques and agro-forestry offers opportunities for improving both the food and income security of coastal communities. By taking such steps, the **influx of climate refugees** from coastal areas to inland cities can be arrested. In any case, in countries with vast stretches of coastal areas it will be prudent to make arrangements for finding alternative habitats for potential climate refugees.

In view of the likelihood of extreme events like tsunamis occurring more frequently, it is important that steps are taken both to build barriers like the planting of mangroves and also develop crop varieties tolerant to sea water. At MSSRF this has been done by transferring genes for salt water tolerance from mangrove species to rice and other crops through recombinant DNA technology. Both biotechnology and nuclear power generation require strong regulatory mechanisms which inspire public, professional, political and media confidence. The Government of India has taken steps to develop such professionally led and transparent regulatory authorities, which have approval from Parliament.

Our population is growing and is expected to reach 150 crore by 2030. The population size would have thus increased by five times since 1947. The Ecological Footprint as measured by the demand made by each individual on natural resources is also increasing, while the biocapacity to meet the growing needs is shrinking. The first Rio Conference held in 1992, had concluded with concrete outputs such as a Framework Convention on Climate Change, Biodiversity Convention and Agenda 21. Agenda 21 was designed to provide a road map for a sustainable future for humankind during the 21st century. Following the 1992 Rio Conference, a Convention on Desertification was also approved. **20 years later, we find that while awareness and analysis have increased, action is lacking.** Following the Durban Climate Conference last year, the British Journal *Nature* wrote, "The Durban meeting shows that climate policy and climate science inhabit parallel worlds". (*Nature*, 15 December 2011). The dichotomy between science and public policies is growing, thereby emphasizing the need for greater public and political understanding of science.

The Royal Society of London, one of the oldest Science Academies in the world established about 25 years ago, a Committee on Public Understanding of Science (COPUS). Later, the Royal Society also constituted a Committee on Political Understanding of Science. In a democratic society like ours there is greater need for public and political understanding of the scientific facts underpinning events of great significance to the future of humankind, such as biodiversity loss and climate change. Recent examples in relation to differences in perception and apprehension are in the areas of genetic engineering and nuclear energy. While medical biotechnology has not generated fears about biosafety and environmental safety, food and agricultural biotechnology has evoked strong opposition. An area in medical biotechnology which is controversial is cloning. Generally, therapeutic cloning is acceptable, while reproductive cloning is not. In the case of crop biotechnology, the fears relate to biosafety and environmental safety, adverse impact on biodiversity and long term impact on human and animal health. The controversy relating to Bt brinjal and the moratorium on its release imposed by the then Minister for Environment and Forests are examples of the lack of confidence in the existing regulatory procedures. The Hon'ble Supreme Court of India has also raised several issues of public importance with reference to genetically modified crops and foods. Several State Governments have imposed a ban on the testing of GMOs. The Kerala Government has not allowed even the testing of genetically modified Rubber, although we need urgently rubber clones tolerant to higher temperature.

Obviously, powerful scientific innovations like nuclear power generation and genetic modification require professionally led regulatory structures. The Government of India has developed a Biotechnology Regulatory Authority Act for being discussed in Parliament. The aim of the Act is to provide a professional and transparent Regulatory Body. The Department of Biotechnology has also initiated a programme for organizing DNA Clubs in Schools in order to familiarize young scholars with the implications of the human genome, rice genome, genetic modification, micro propagation and other aspects of biotechnology for human wellbeing. This is a welcome initiative since it will be best to start at the school level efforts to promote a critical understanding of the enormous progress made in Genome Analysis and Molecular Mapping with reference to their implications for food and nutrition security and public health.

Another recent example of the need for greater interaction between scientists and local communities is the concern expressed by the public in relation to the Kudankulam and other Nuclear Power Plants. Nuclear power is environmentally benign since it does not add to the green house gas burden. On the other hand, there are concerns about the safety of the Nuclear Power Plants, particularly in the context of what happened at Chernobyl many years ago and Fukushima recently. The tsunami induced Fukushima tragedy has given a big setback to the spread of nuclear power plants. Nuclear waste disposal is

another area which needs careful consideration. The situation observed at Kudankulam where technical experts and the general public have been living in different worlds, emphasizes the need for fostering continuous interaction between the nuclear power plant authorities and the local communities. Such interaction and conversation should begin from the very early stage of the conception and construction of a nuclear power plant. **Citizens' Consultative Councils will help to promote more enlightened and informed discussions on the issues involved.** Parliament has recently approved an Atomic Energy Regulatory Authority Bill. The Bill provides for an autonomous and professionally credible and competent Regulatory Body. It is obvious that a Regulatory Body should not be under the control of the persons to be regulated, which was the case until recently. Ultimately, regulation alone will not be adequate for achieving public acceptance. Education and social mobilization through elected Local Bodies are equally important.

As science progresses, more and more of such issues of public concern will grow. Nanotechnology

will also create fears and apprehensions. The role of scientists in the area of public information and education will increase. We need a cadre of Science Communicators possessing both proficiency in science and mastery of communication. I am reminded of Prof C V Raman who used to deliver lectures for school students on topics like, "Why the Sky is Blue" or "Structure of Diamonds" with great clarity and lucidity. I have seen thousand of students listening to him in pin drop silence, digesting every word and idea that he expressed. I would suggest that the GITAM University may help in developing Science Communicators who can explain to the general public in local languages the significance of important scientific discoveries. **Biotechnology and Nuclear Technology need priority attention in efforts designed to bridge the Scientist-Society perception gap.**

The statement Mahatma Gandhi made over eighty years ago that "India lives in its villages" is valid even today. The 2011 census has shown that nearly seventy per cent of our population of 120 crore live in villages. Rural poverty is more serious than urban poverty since most of the rural women and men depend on agriculture which is a high risk profession for their livelihood. According to the Economic Survey of India 2012, the contribution of agriculture to GDP has come down to nearly fifteen per cent.

On the other hand, the onus for employment still remains with the farm sector. This explains why there is widespread poverty in the country. There is a limit to what the farm sector can contribute particularly under conditions where only forty per cent of the cultivated area has irrigation facilities and extreme weather events like drought and flood are becoming more frequent. There is fortunately considerable scope for enlarging opportunities in the services sector.

To cite one example, the introduction of the Mahatma Gandhi National Rural Employment Guarantee Programme (MGNREGA) has created scarcity of labour for agriculture. This is therefore an opportune time for the technological upgrading of small farm

agriculture using relevant machinery. Agricultural mechanisation will help to generate more jobs in the services sector. Apart from ensuring timeliness of operations, mechanisation will also help to attract youth in farming and reduce drudgery for women.

How can youth earn a decent living in villages and help shape the future of our agriculture? This will call for a three-pronged strategy.

(a) Improve the productivity and profitability of small holdings through appropriate land use policies, technologies and market linkages and develop for this purpose a "4C approach", i.e., Conservation, Cultivation, Consumption and Commerce.

(b) Enlarge the scope for the growth of agro-processing, agro-industries and agri-business and establish a "Farm to Home or Factory" chain in production, processing and marketing.

(c) Promote opportunities for the services sector to expand in a manner that will trigger the technological and economic upgradation of farm operations and confer the power and economy of scale among small producers.

Some years ago, the Government of India launched a programme to enable farm graduates to start agri-clinics and agri-business centres. This programme has not attracted the interest of educated youth to the degree originally expected. It is hence time that the programme is restructured based on the lessons learnt. **Ideally, a group of four to five men and women farm graduates, who have specialised in agriculture, animal husbandry, fisheries, agri-business and home science, could jointly launch an agri-clinic-cum-agri-business centre in every block.** Agri-clinics will provide the services needed during the production phase of farming such



as integrated pest management, while the agri-business centre will cater to the needs of farm families during the post-harvest phase of agriculture. Thus, farm women and men can be assisted during the entire crop cycle, starting with sowing and extending up to processing, value addition and marketing. The multi-disciplinary expertise available within the group of young entrepreneurs will help them to serve farm families in a holistic manner. The home science graduate can pay particular attention to nutrition and food safety and help a group of farm women to start a food processing park. Such an integrated centre can be named **“Agricultural Transformation Centre” and its major role will be the launching of a Small Farm Management Revolution.**

Opportunities for young entrepreneurs are several. Climate smart agriculture is another area that needs attention. In dry farming areas, methods of rainwater harvesting and storage, aquifer recharge and watershed management as well as the improvement of soil physics, chemistry and microbiology, need to be spread widely. The cultivation of fertilizer trees which can enrich soil fertility and help to improve soil carbon sequestration and storage, can be promoted under the Green India Mission as well as the Mahatma Gandhi National Rural Employment Guarantee programme. **A few fertilizer trees, a jal kund (water harvesting pond) and a biogas plant in every farm will help to improve enormously the productivity and profitability of dryland farming.** In addition, they will contribute to climate change mitigation.

Going by past experience, drought in most parts of the country and flood in Assam are the usual meteorological events of public and political concern during the month of July. The India Meteorological Department (IMD) classifies monsoon behaviour into 5 categories – Deficient (less than 90% of Long Period Average or LPA), Below Normal (90 to 96%), Near Normal (96-104%), Above Normal (104-110%) and Excess (above 110%). This year, the July rainfall nationally has been 20 percent less than normal and the Government of India has announced a Rs. 1900 crore relief package, besides arrangements for drinking water supply. Diesel subsidy and subsidised seed distribution are two major components of the package. Diesel subsidy will help those who have tube wells or lift irrigation facilities, while seed subsidy will be meaningful if the right kind of seed, fit for late sowing, is available.

I was in Vidarbha a few days ago and the farmers are happy that rains have come. Vidarbha is largely rainfed and many farmers have lost the crop sown about 4 weeks ago. In 1972-73, I got a detailed analysis done by Dr C R V Raman of IMD for Maharashtra based on 3 criteria : (a) Date of onset of soaking rains, (b) Inter-spell duration (i.e. intervals between 2 rains), and (c) moisture holding capacity of the soil. Farmers normally sow only when soaking rains come. Inter-spell duration is very important – heavy black soils can stand a wider gap between rains than light soils. Many farmers I met felt that since over 4

weeks have been lost in crop duration, they would like to sow crops like *arhar* (pigeon pea), sunflower, *saathi* maize (60 days duration) and early maturing soybean. Unfortunately, seeds of such crops are not easily available. Nutri-cereals like iron-rich *bajra*, *jowar*, maize and *ragi* will also be suitable, since they require less water. It will be advisable for the Ministry of Agriculture to stop referring to these nutrition-rich and climate-smart crops as “coarse cereals”, but instead refer to them as “nutri-cereals”. In addition to immediate relief, funds should be made available for building Community Seed Banks, where seeds can be stored of the crops suitable to meet the growing conditions associated with the 5 different meteorological conditions referred to earlier. Such Seed Banks are essential for safeguarding crop security in an era of climate change.

Soon, we will enter the period of floods in North West India. Deep water or floating rices should be popularised in the flood prone plains of North India. In addition, Seed Banks which can meet the needs of farmers during the post-flood period should be organised, whenever possible by self-help groups of farm women. Seeds and planting material could include *sathi* maize, sunflower, pulses, Vitamin A rich yellow fleshed sweet potato, iron-rich *bajra*, and fodder crops.

Even in areas chronically prone to climatic risks, there is a tendency among small farmers to take to high cost technology with money borrowed from money lenders. Abnormal monsoon leaves farmers with both crop failure and debt. Invariably, regions with moisture deficit become areas with moisture surplus within an interval of a few weeks. **The surplus water will disappear unless rainwater harvesting and storage become a national ethic.** The Department of Science and Technology has launched a WAR for Water Mission. This involves water harvesting and sharing on a **win-win** basis, **augmentation** of supply including sea water farming, and **restoration** of all ponds and reservoirs which have either got silted up or are occupied by water hyacinth and other water weeds. Such a WAR for Water based on community action should become a national movement. **Let the 2012 drought become a trigger for national action in water harvesting, saving and sharing and for making both on-farm and off-farm rain water harvesting mandatory.** Such community level water harvesting systems will provide water not only for agriculture, but also for meeting drinking water needs both for the human and farm animal population.

Distress sale of farm animals by farmers is one of the early symptoms of drought-induced agrarian distress. Good farm animals tend to get slaughtered for meat. Livestock and livelihoods are invariably linked in small farmer households. The ownership of livestock is also more egalitarian. Hence, in the overall drought and flood management strategies, there should be provision for organising livestock camps where livestock can be looked after during the unfavourable weather conditions.

We should also get a Meteorological Atlas prepared for every agro-climatic zone giving information relevant to decision making by farmers on the most appropriate date of sowing. As earlier mentioned, both meteorological data like the date of onset of soaking rain and the inter-spell duration, as well as agronomic and market information need to be provided to farm families at the right time. The emerging national grid of Village Knowledge Centres (*Gyan Chaupals*) can meet this need. Community Monsoon Managers elected by Gram Sabhas, will then be able to help farm families to cope with the adverse impact of drought and flood.

Andhra Pradesh has a long coast and hence opportunities for sea water farming and for establishing “Fish for All” research and training centres are great. All the halophytes occurring along the Andhra Coast should be conserved in “Halophyte Genetic Gardens”.

Finally, the GITAM University could become a pioneer in initiating a “**University Social Responsibility (USR)**” programme on the lines of the Corporate Social Responsibility (CSR) programmes being undertaken by business and industrial houses. Under its USR initiative, interested faculty and students can help in programmes like WAR for Water, providing technical input for MGNREGA, Rural Health Mission, establishing computer-aided Village Knowledge Centres, overcoming malnutrition etc.

Mahatma Gandhi whose name and inspiration guide the work of this University once gave the following advice to University Students who called on him.

“The fact is the villages have lost all hope. They suspect that every stranger’s hand is at their throats and that he goes to them only to exploit them. The divorce between intellect and labour has paralysed our agriculture. The worker should enter villages full of love and hope, feeling sure that where men and women labour unintelligently and remain unemployed half the year round, he working all the year round and combining labour with intelligence cannot fail to win the confidence of the villagers”.

Abraham Lincoln in his speech delivered at Wisconsin in 1859 mentioned “no other human occupation opens so wide a field for the profitable and agreeable combination of labour with cultivated thought, as agriculture”.

Thus, you have unique opportunities under the proposed Universities Social Responsibility Programme to provide technical guidance to MGNREGA labour, so that brain and bran come together for strengthening the ecological security of rural India ■

FATHER OF ECONOMIC ECOLOGY

Prof. M.S. Swaminathan, Chairman, M.S. Swaminathan Research Foundation and Member of Parliament (Rajya Sabha), a world renowned agricultural scientist of rare distinction and a living legend whose contributions to agricultural science have made an indelible mark on food production, sustainability and security in India and elsewhere in the developing world.

It is no wonder that a scientist of Prof. M.S. Swaminathan’s stature held several crucial positions of prominence, such as - the Director General of the Indian Council of Agricultural Research; Secretary of the Department of Agricultural Research and Education(1972-79); Principal Secretary of the Ministry of Agriculture and Irrigation (1979-80); Member in-charge of agriculture and rural development, Planning Commission (1980-82) and the Director General of the International Rice Research Institute (IRRI) (1982-88). Prof. Swaminathan also served as the President of the Pugwash Conferences on Science and World Affairs (2002-07), and President of the International Union for Conservation of Nature and Natural Resources IUCN (1984-90).

Prof. M.S. Swaminathan heralded agricultural revolution in India by providing sustenance to the teeming millions through his leadership and success in introducing and developing high yielding varieties of seeds. True to his reputation as the Father of Green Revolution in India, he is still continuing his untiring efforts in helping Indian agriculture. As the Chairman of the National Commission on Farmers, Prof.Swaminathan emphasizes the need of developing ‘bio-villages’ where concurrent attention is given to natural resource conservation, improvement of rural farm productivity, and generation of non-farm employment with the ultimate aim of providing every individual in the village, a productive and healthy life. Prof.Swaminathan’s deep insight into various aspects of agriculture and technology can be seen in his several hundred publications and books like Building a National Food Security System 1981, “Science and Integrated Rural Development 1982, etc. Prof.Swaminathan’s untiring efforts for the last two decades as the Chairman of M. S. Swaminathan Research Foundation have yielded commendable results in bio-technology in identifying saline, drought and flood resistant genes for several crop varieties as well as for bio-fortification. Prof. M.S. Swaminathan’s brilliance and commitment won him several accolades like H.K. Firodia Award for Excellence in Science & Technology, Four Freedoms Award for demonstrating achievement of the principles of various freedoms, 2000 and the Tyler Prize for Environmental Achievement in recognition of life-long contributions and promoting conservation of biological diversity, 1991 and many more awards.

As the Fellow of the Royal Society of London, U.S. National Academy of Sciences, the Russian Academy of Sciences, the Chinese Academy of Sciences and the Indian Academy of Sciences, Prof. M.S. Swaminathan has been contributing immensely to achieve the goal of food and nutrition security for every member of the human family. Prof. M.S. Swaminathan undertook the stupendous task of moving India to sustainable development, especially using environmentally sustainable agriculture and thereby sustain food security. As the iconic face of India’s self-reliance in food production, Prof. M.S.Swaminathan has been striving for an interface of expertise and policy making and he aims to promote the fusion of political will and professional skill on the international bodies such as the Committee on World Food Security, etc., **and has been described by the United Nations Environment Programme as the ‘Father of Economic Ecology’.**

Prof. M. S. Swaminathan, the first laureate of the **World Food Prize** in 1987, truly believes that ***the future belongs to the nations with grains and not with the guns*** and continues to cultivate and propagate this concept. His untiring efforts have been recognized by the Government of India which has befittingly honoured him with **Padma Shri** in 1967, **Padma Bhushan** in 1972 and **Padma Vibhushan** in 1989. He was the recipient of **Ramon Magsaysay Award** for Community Leadership in 1971 ■

I N D U S T R I A L RELATIONS

GITAM University and Major Japanese Pharmaceutical formulation, API and research based company Eisai Pharma technology and Manufacturing Pvt. Ltd., have entered into an MoU to take up joint research programs for better health care. As part of the agreement, the company will provide need-based support to GITAM Institute of Pharmacy towards R&D and also help the University in designing, delivering and periodic updating of curriculum for B.Pharm. and M. Pharm programs to meet the pharma industry needs. The MoU will promote cooperation and advancement of industry-university interaction and Eisai will support research in its areas of excellence.

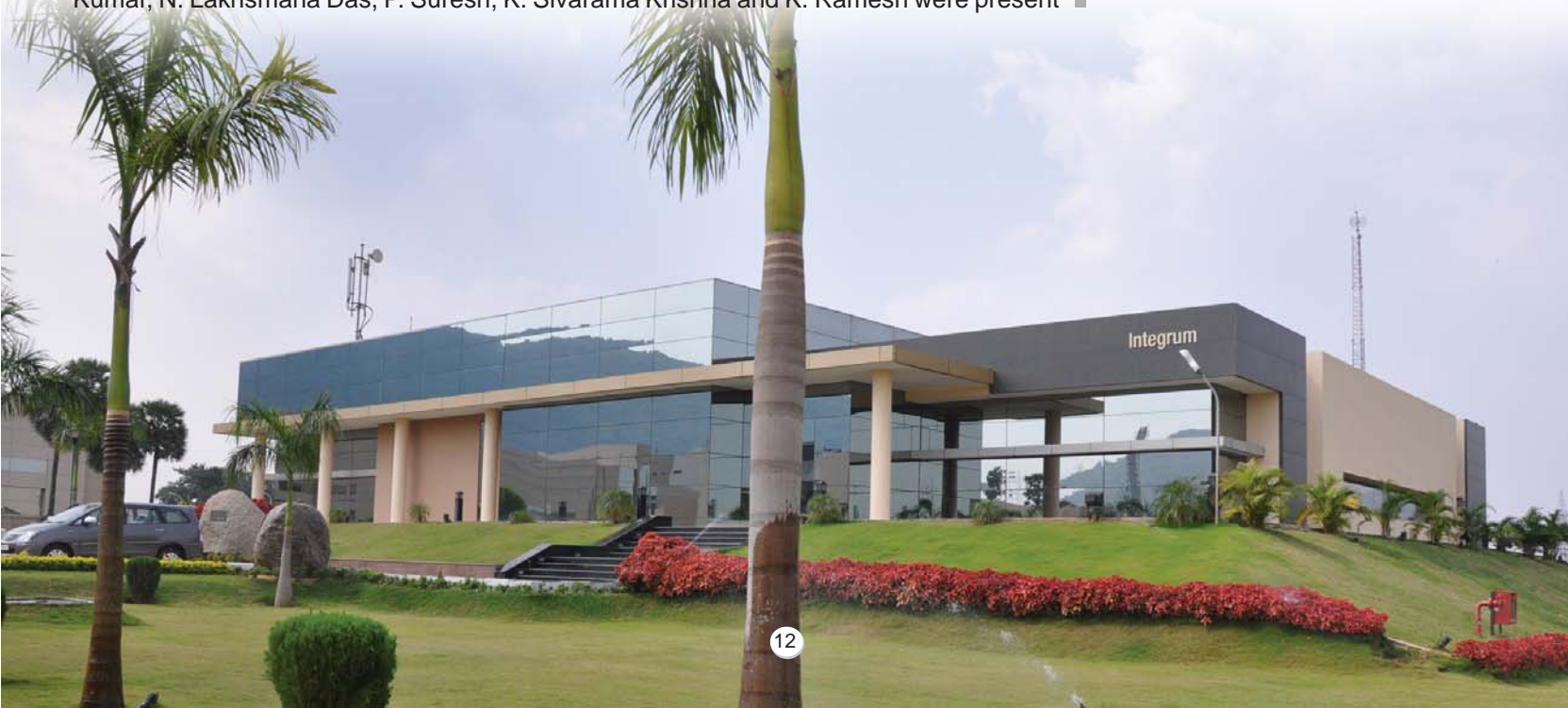


GITAM PRESIDENT LAUNCHED Eisai PRODUCTION UNIT

For eradicating tropical disease Lymphatic Filariasis in developing countries by 2020, Japanese pharmaceutical firm Eisai Pharma Technology and Manufacturing Pvt. Ltd launched its DEC (Diethylcarbamazine) manufacturing area at their Knowledge Centre at Pharma City at Parawada in Visakhapatnam on 30th January 2013. The Diethylcarbamazine medicine is essential for elimination of Filariasis. The formula was discovered by eminent Indian biochemist and inventor of life saving drugs Dr. Yellapragada Subbarao..

GITAM President Dr. M.V.V.S. Murthi visited the plant and inaugurated the facility for manufacturing the DEC. He appreciated the company for maintaining international standards and stressed the need for university-industry collaboration. He inaugurated a blood donation camp in memory of Mahatma Gandhi on the occasion of Martyrs' Day.

Briefing about the company's activities Eisai Managing Director Sanjit Singh Lamba explained about human health care philosophy and said that Eisai had made a commitment to the WHO for supplying of 2.2 billion DEC tablets free of cost from Vizag facility in next six years. Eisai Knowledge Centre Senior Directors S.R. Saini, A. Krishna Sekhar, Girish Dixit, GITAM University Principals V.K. Kumar, N. Lakshmana Das, P. Suresh, K. Sivarama Krishna and K. Ramesh were present ■



3rd Convocation

Third Convocation of GITAM University was celebrated in all grandeur on September 15th 2012. Dr.T.Ramasami, Secretary, Department of Science and Technology was the Chief guest. Prof.Koneru Ramakrishna Rao, Chancellor; Dr.MVSMurthi, President GITAM; Prof.G.Subrahmanyam, Vice-Chancellor; Prof. D.Harinaryana, Pro Vice-Chancellor; Prof.M.Potharaju, Registrar and many other dignitaries were present on the occasion. Degrees were presented to 1350 graduates, post graduates. PhD and MPhil Scholars received their degree certificates during the convocation.

The University also honoured three faculty members- Prof.K.Aruna Lakshmi, Prof.M.Saratchandra Babu and Prof.R.Venkateswarlu – with best researcher awards. Luminaries in various fields such as Science and Technology, Music, Medicine, Pharmacy and Industry, were conferred honorary doctorates on the occasion. The convocation hall reverberated with the joy of young graduates in their moments of fulfillment. The University presented 10 gold medals to meritorious students, instituted by Dr.MVSMurthi, President, GITAM. The first gold medal which was instituted in the name of Dr.A.P.J.Abdul Kalam by Condition Monitoring Society of India, was presented to Mr. M.Sunil, best outgoing student in Mechanical Engineering.

Vice-Chancellor Prof.G.Subrahmanyam briefed about the progress of the University. He mentioned that NAAC has accredited the University with “A” Grade and the University Grants Commission (UGC) has granted 12(B) status to the University. He briefed about the ongoing research projects and consultancy works ■





Chancellor of GITAM University Prof. K. Ramakrishna Rao presenting Honorary Degree of Doctor of Letters (D.Litt.) to Dr. Nedunuri Krishnamurthy at the Third Convocation of GITAM University, in Visakhapatnam. Dr. T.Ramasami, Secretary, Department of Science and Technology, Government of India also present

Dr. Nedunuri Krishnamurthy

GITAM University feels proud to honor the Living Legend in Carnatic Music, Sangeetha Chakravarthi Sri Kala Prapoorna Dr. Nedunuri Krishnamurthy is in recognition of his lifetime contributions for promoting the cause of Carnatic Music both as a practitioner and as a guru

Dr. Nedunuri Krishnamurthy was born on 10th October, 1927, at Kottapalli, Pithapuram Taluk, Andhra Pradesh to late Sri Ramamurthy Panthulu and Smt Vijayalakshmi. He imbibed musical heredity from his mother and maternal uncle, and had the blessings of Sri Kalluri Venugopala Rao and Sri Manthena Appala Narasimham, who identified and nurtured his musical talents in his childhood.

This music prodigy joined the Maharaja's Music College at Vizianagaram in the year 1940, where he had his initial training in violin and vocal music from the late Sri Dwaram Narasinga Rao Naidu, who has laid a solid foundation for Dr. Nedunuri's career as a vocalist. The year 1949 is a landmark in his long and eventful career when he became the disciple of the great master Sangeetha Kalanidhi, Padma Bhushan Dr. Sripada Pinakapani, whose guidance helped him delve deep into the enchanting ocean of music.

Dr. Nedunuri Krishnamurthy had a long and eventful association with several prestigious government music and dance colleges at Viziawada, Secunderabad, Vizianagaram and Tirupati as a member of the faculty and as the principal. He has been instrumental in introducing 'raagarasam' and 'swarakalpana' as part of the syllabus. He was associated with Sri Venkateswara, Nagarjuna and Andhra Universities as the Dean of the Faculty of the Fine Arts, Chairman of Board of Studies and Visiting Professor in Music.

With the noble aim of preserving and popularizing the traditional values of Carnatic Music for posterity, Dr. Nedunuri established a trust 'Nadha Sudha Tarangini'. Under the aegis of the Trust, three volumes of Annamayya Pada Sourabham consisting of 108 Annamacharya compositions, set to mellifluous tune by Nedunuri, with notation were published. Further, 54 Ramadasu Keerthanalu and 25 Kaivaram Songs with notation have been published by the Trust and the Audio CD's released. In recognition of his valuable services for popularizing Annamacharya compositions, Dr. Nedunuri has been appointed as 'Asthana Vidvan' of Tirumala Tirupati Devasthanam.

Dr. Nedunuri's tunes are acclaimed as 'Fountains of Bhakti Rasa'. His un-quenching thirst for music made him bring to light some of the Thyagaraja's compositions and were set to enchanting tunes. Nedunuri's tunes to the Narayana Teertha Tarangams are cascades of traditional Carnatic flavour. His tunes are so alluring that Bharata Ratna Sangeetha Kalanidhi Late Smt. MS Subbalakshmi sang a few tunes of his. Nedunuri's tunes coalesced into visual spectacle by eminent Kuchipudi and Bharatnatyam teachers like Dr. Vempati Chinasatyam, Dr. Sobha Naidu and many others.

Dr. Nedunuri is the only Vidwan from Andhra Pradesh who has performed uninterruptedly for over five decades at the prestigious Madras Music Academy — a renowned platform for many a great artist, to exhibit their talents. He is also associated with All India Radio for the last several decades, as a 'Front Rank' artist and is a Member of the Carnatic Music Audition Board. With a well-defined and expressive execution of Bhava, Dr. Nedunuri's performances are always a masterly renditions and music aficionados float along the limpid waves of musical ecstasy. His amazing prowess and scholarship won him innumerable awards, honours and titles. To quote a few: Sangeetha Choodamani 1976; Sangeetha Kalasagara 1980; Nada Sudha Nidhi 1981; Gana Kala Nidhi 1982; Gayaka Choodamani 1982; Sangeetha Nataka Academy Award 1986; Saptagiri Sangeetha Vidhvanmani 1987; Sangeetha Vidya Bhaskara 1989; Hamsa Award 1999; Sangeetha Samrat 2001; National Eminence Award 2010; Sangeetha Kala Sikhmani 2011; Tagore Academy Ratna 2012 and a host of other awards. He is also the recipient of Honorary Doctorate from Dr. B.R. Ambedkar Open University in 2010. Dr. Nedunuri also received many laurels in the United States of America and many other countries.

Dr. Nedunuri's tunes are an amalgamation of traditional rigour and elegance. His greatness as a vocalist manifests itself when we look at the famous names of the instrumentalists that have accompanied his concerts such as Lalgudi Jayaraman, Umayalpuram Sivaraman, Palghat Raghu, Palghat Mani, etc.

His continuing performance at music concerts, valuable publications, and his large and renowned 'sishya parampara', speak volumes of his unflinching commitment and devotion for the cause of music. His rendition of bhava-laden music in the manodharma tradition is unique. Dr. Nedunuri has been described as an embodiment of the quintessential qualities of South Indian Classical Music - aesthetic grace, excellent style, technical elegance, rhythmic accuracy and captivating melody.

A guru's greatness is measured in terms of the caliber of his sishyas. Seeping through the boundaries of Carnatic music, Nedunuri's mission is to catch the young and nurture them with a taste of classical music and tradition. Many a renowned contemporary artists in classical Carnatic music had their training from Dr. Nedunuri. Notable among them are: Kalaprapurna Sri Domada Chitti Abbayi, Smt Koka Satyavathi, Smt. K. Saraswati Vidyarthi, Sri Garimella Balakrishna Prasad, Smt. Shobha Raju, Malladi Brothers (Sriram Prasad and Ravi Kumar), Smt. Sarada Subrahmanyam and Smt. V. Lalitha Chandra Sekhar ■



Chancellor of GITAM University Prof. K. Ramakrishna Rao
presenting Honorary Degree of Doctor of Letters (D.Litt.)
to Mr. Arjun Oberoi (Son of Prithvi Raj Singh Oberoi)
at the Third Convocation of GITAM University, in Visakhapatnam.

Dr. T.Ramasami, Secretary, Department of Science and Technology, GOI also present

Dr. Prithvi Raj Singh Oberoi

GITAM University feels proud to honor Dr. Prithvi Raj Singh Oberoi, in recognition of his lifetime contribution to the hospitality and tourism industry and his pioneering leadership

Dr. Prithvi Raj Singh Oberoi, a legendary hotelier, a visionary, and an embodiment of the spirit of achievement and excellence in business leadership in making Oberoi Group a global brand by taking the concept of luxury to a new paradigm.

Popularly known as “Biki”, Dr. P.R.S. Oberoi is the son of the founder of Oberoi Group – late Rai Bahadur M.S. Oberoi. Dr. P.R.S. Oberoi is the Chairman and Chief Executive Officer of EIH Limited, the flagship company of ‘The Oberoi Group’ and also the Chairman of Oberoi Hotels Private Limited, the major shareholder of EIH Limited. Dr. Oberoi had his education in India, the United Kingdom and Switzerland.

Dr. Oberoi is credited with placing Oberoi hotels on the international luxury travellers’ map with the opening of several new luxury hotels in important locations in India and abroad, redefining architectural and design standards in luxury hospitality, in consonance with the local environment.

It is Dr. Oberoi’s firm belief that people are the most valuable asset of any organisation. He lays stress on ‘attention to detail’ and ‘people management’ as the two ingredients that define hospitality. Mr. Oberoi is committed to the conservation of the environment and is member of the World Wide Fund for Nature.

With the objective of catering to the future manpower needs of the hospitality industry, Dr. Oberoi established ‘The Oberoi Centre of Learning and Development’ at New Delhi in 1966. Today, this institution is considered amongst the best in Asia.

Above all, Dr. Oberoi is aware of the need to constantly promote quality in every segment of the hospitality industry. With his immense knowledge, experience and managerial skills, Dr. Oberoi is responsible for creating a generation of hoteliers and contributed to the hospitality industry that made India one of the best in hotel business in the world.

Dr. Oberoi, a paragon of efficiency and reliability, has received many accolades for his exceptional leadership, vision and pioneering effort. He was bestowed with the prestigious ‘Grand Officer of the Alalaoui Wissam’ award, personally by his Majesty King Mohammed VI of Morocco in recognition of his contribution to tourism and to Indo-Moroccan relations.

The Department of Tourism, Government of India, in recognition of his contribution to the tourism sector, conferred a Special Award on Dr. Oberoi, in 2004, commending him “Due to your entrepreneurial skills and visionary leadership, the Oberoi Group has risen to a global brand, renowned for its high standards of service and excellence”.

Dr. Oberoi is honoured with ‘Lifetime Achievement Awards’ by several national and international organizations. The prominent awards among them are:

- Lifetime Achievement Award by 6th International Hotels Investment Forum (Berlin, March 2003).
- Lifetime Achievement Award by Hotel Investment Conference Asia Pacific (HICAP) (Hongkong, October 2005).
- Lifetime Achievement Award by the CNBC TV (2007)
- Lifetime Achievement Award by Business World and National School of Design (2007).
- Lifetime Achievement Award by 4th Hotel Investment Conference – South Asia (HICSA) (April, 2008).
- Lifetime Achievement Award at the Ernst & Young Entrepreneur of the Year Awards (November, 2008)
- Lifetime Achievement Award at the first Economic Times TAAI Travel Awards (2009).

In 2008, Dr. Oberoi was conferred with India’s second highest civilian award – Padma Vibhushan, in recognition of his exceptional service to the country.

Dr. Oberoi received the Outstanding Business Leader Award from the Associated Chambers of Commerce and Industry (ASSOCHAM) and Society of Indian Law Firms in September 2008. This award was presented in recognition of Dr. Oberoi’s leadership in establishing high standards of excellence in various hotels and resorts of the Oberoi Group. Dr. Oberoi was conferred the ‘Businessman of the Year’ award in 2008 by Business India Magazine for building a world-class premium hospitality brand.

Dr. Prithvi Raj Singh Oberoi is the recipient of the first ‘Hall of Fame Award’ at the Hotel Investment Forum India (HIFI) in February 2009 for his outstanding business practices, leadership and achievement.

Dr. Oberoi was presented with the ‘2010 Corporate Hotelier of the World’ award by HOTELS Magazine in November 2010, which referred to him as ‘the Founder Father of Modern Luxury Hospitality in India’ and credited him with developing the company ‘into one of the world’s most prestigious luxury hotel groups’.

Dr. Oberoi is currently the Director and Member of Investors Grievances Committee at EIH Limited; President and Chairman of Investors Grievances Committee at EIH Associated Hotels Limited; Chairman of the Board, Mercury Travels Limited; Chairman of the Board, Mumtaj Hotels Limited; Chairman and Managing Director, Indus Hotel Corporation Limited; and the Chairman of the Oberoi Group.

Dr. Oberoi is happily married to Ms. Goodiee and is blessed with two sons ■



Chancellor of GITAM University Prof. K. Ramakrishna Rao presenting Honorary Degree of Doctor of Science (D.Sc.) to Dr. Sunkara Balaparameswara Rao at the Third Convocation of GITAM University, in Visakhapatnam. Prof. M.Potharaju, Registrar, GITAM University also present

Dr. Sunkara Balaparameswara Rao

GITAM University feels proud to honor Dr. Sunkara Balaparameswara Rao, in recognition of his lifetime contribution to the field of medicine in general and neurosurgery in particular

Dr. Balaparameswara Rao was born on 12th Feb, 1928 to Sri Sunkara Kanakam and Smt Sunkara Seshamma at Bhimavaram, West Godavari District, Andhra Pradesh. He had his early education in Bhimavaram, Machilipatnam and Madras (present-day Chennai).

Dr. Balaparameswara Rao is a distinguished alumnus of the Andhra Medical College, Visakhapatnam, wherefrom he graduated with distinction in Medicine and Surgery (MBBS) in 1950, winning several medals and prizes. He was the recipient of Tatachari Gold Medal in Pathology, Dr. Rammurthy Prize in Bacteriology, the AMC Silver Jubilee Prize for the Best Outgoing Student among others. He obtained his Post Graduate Degree in Surgery (M.S.) in 1954, again with distinction and was the recipient of Ebden Gold Medal in Surgery.

Dr. Balaparameswara Rao joined active government service in 1953. His first posting was at the King George Hospital, Visakhapatnam, where he continuously served for two decades, in different capacities.

The years 1955-56 and 1959-60 are milestones in Dr. Rao's professional career, when he had his first exposure and training in Neurosurgery at the Govt. General Hospital, Chennai under the renowned Dr. B. Rama Murthy and advanced training in U.K. Thus began his long and eventful saga in neurosurgery.

Equipped with the specialized training in neurosurgery, the ingenious Dr. Balaparameswara Rao established the Department of Neurosurgery at Andhra Medical College, Visakhapatnam in 1956 and is remembered forever as the "Father of Neurosurgery in Andhra Pradesh". He nurtured the department with devotion and dynamism. Vision, bold, quick decisions accompanied with exemplary work ethic are the hall-marks of his leadership in running the department. Many a renowned neurosurgeon of the country had their education and training here.

Dr. Balaparameswara Rao's illustrious and eventful career is a great inspiration to many a doctor. He served as Professor of Neurosurgery, Osmania Medical College; Neurosurgeon, Osmania General Hospital; Professor of Neurosurgery in Nizam's Medical and Orthopedic Hospital and Institute of Medical Specialties; Principal, Osmania Medical College and Dean, Faculty of Medicine, Osmania University and he retired from government service in the year 1983. Later he served as Emeritus Professor of Neurosurgery, Osmania Medical College, Honorary Neurosurgeon, Nizam's Institute of Medical Sciences, Honorary Neurosurgeon, SVIMS, Tirupati. It is his discipline, immaculate efficiency that helped him secure position of eminence.

Research was Dr. Rao's forte and passion. The large number of his scholarly publications in national and international journals, his lucid orations and presentations in professional gatherings

indicate the range of his exposure and interests in several facets of neuroscience. He has published more than 81 scientific papers, contributed a chapter on Spinal Tumor for a text book on Neurosurgery and delivered many prestigious orations. Scores of post graduate students had the benefit of his guidance and supervision in presenting their dissertations on various clinical aspects of neurosurgery. He was a member on more than 40 expert committees and selection boards.

Dr. Balaparameswara Rao is associated with several professional bodies in the field of medicine and neurology such as Indian Academy of Medical Sciences, Neurological Society of India, Neuro Spinal Surgeons Association of India, AP Neuroscientists' Association, etc., as Member, Fellow and President.

His splendid academic competence, diligence, devotion to his profession earned Dr. Balaparameswara Rao many accolades and awards. He received the prestigious Dr. BC Roy National Award (1989), Distinguished Scientist Award from AP Academy of Science (1999), Life Time Achievement Award from Andhra Medical College, Visakhapatnam (2005), Life Time Achievement Award from Indian Stroke Association, Chennai (2006), Life Time Achievement Award from Neuro Spinal Surgeons Association of India (2011), Ugadi Puruskaram from the Govt. of Andhra Pradesh (2012). He was conferred Honorary Doctorate by NTR University of Health Sciences, Vijayawada in 2008.

Dr. Balaparameswara Rao belongs to an era of medical professionals who primarily relied on their innate abilities of knowledge, intuition and experience in the diagnosis and treatment of medical problems, with a missionary zeal.

He continues to serve the profession with dedication, sharing his knowledge and experience with generations of students as an Emeritus Professor at several medical institutions. Even today, he conducts free clinics for the needy from all walks of life, in different parts of Hyderabad city. He made himself dear to the patients with humane approach, philanthropic attitude, adhering to the tenets of the Hippocrates oath he has administered several decades ago.

Dr. Balaparameswara Rao is happily married and is blessed with a son and a daughter.

GITAM University feels proud to honour this eminent medical professional and Father of Neurosurgery in Andhra Pradesh.

Mr. Chancellor, with a deep sense of appreciation for his distinguished contributions to the medical profession in general and neurosurgery in particular, I request you to be so kind as to confer the Honorary Degree of Doctor of Science (D.Sc.) on Dr. Sunkara Balaparameswara Rao ■



Chancellor of GITAM University Prof. K. Ramakrishna Rao Honoring Dr. T.Ramasami, Secretary, Department of Science and Technology, Government of India at the Third Convocation of GITAM University. GITAM Vice-Chancellor Prof. G.Subhramanyam also present

Convocation Address by

Dr. T.Ramasami Secretary, DST, GOI

Let me, first of all, express my warmest greetings to all of you assembled here today and specially congratulate the new graduates. Having participated in more than 160 convocations so far, I am not given to accept responsibilities for delivering addresses these days. One of the prime motivating factors for consenting to deliver this Address is the name of the University, Gandhi. The University has been named after a man who spoke universal truth. Those graduating from this University are reminded constantly of the man who experimented with truth and lived by the ideals which he stood by. On this day, I have chosen the topic “On Inspirational Leadership” for this Address, as a mark of respect for the man under whose name this University has been founded more than 32 years ago.

Inspirational Leadership

I had an opportunity to browse through the Vision 2020 of the GITAM University. Let me congratulate the visionaries who envisioned such a dream. Vision is considered as a dream minus reality. The Dream of 2020 of GITAM is to emerge as a global leader among all educational institutions.

Universities and educational institutions are expected to create future leaders and promote leadership. In other words, some of you are expected to gain for the University the leadership that GITAM is aiming at. Whenever a University is measured for its value and performance, it is the societal value added by the graduates and alumni that should be evaluated and not the performance of the management.

All the ranking in global systems is made on the basis of success of an institution in the marketplace of education. When education becomes a product transacted between the educational entities and the educated for exchange of money, the pristine quality of education as a process would undergo undesirable changes. Under such circumstances, leadership gives way to management priorities.

In modern times, the metrics of measurements seem to centre on the evaluation of management rather than the social values added or not added by the higher educational system. Since the goals of GITAM centre around leadership, I thought that I could share with you today some of my recent thoughts on sustainable leadership models that universities like GITAM could examine. The title “On Inspirational Leadership” is motivated by the Vision 2020 of GITAM and the Inspiration for the world, Gandhi as a symbol of universal value.

On Leaders and Leadership

It has become a general practice in the world to couple the roles of leaders and leaderships strongly. While leaders as a group form human subjects, leadership should be ideally considered an organizational capacity. While leaders as human beings bring value to their roles for finite periods of their lifespan, performing organizations have relied on leadership capacities of the institutions well beyond the lifetimes of individuals.

Leaders focus on what is good for people for all time to come while managers focus on what would please the people

of the tenure of their leadership. There is some universality in leadership traits that one must focus upon. Let us take the example of the life of Mahatma Gandhi. Did Godse’s bullet bring an end to what Gandhi stood for? My answer is “No”. Gandhi is not the past. He still remains the future, because he spoke of universal and timeless truth. He gave the principle for “Inspirational Leadership”.

Let us take the example of Nalanda University. Nālandā is the name of an ancient university in Bihar, India and was a Buddhist centre of learning from 427 CE to 1197 CE. It has been called “one of the first” great universities in recorded history and maintained leadership status for the longest period. The curriculum of Nalanda University at the time of Mañjuúrimitra contained virtually the entire range of world knowledge then available. Courses were drawn from every field of learning, Buddhist and Hindu, sacred and secular, foreign and native. Students studied science, astronomy, medicine, and logic as diligently as they applied themselves to metaphysics, philosophy, Samkhya, Yoga-shastra, the Veda, and the scriptures of Buddhism. They studied foreign philosophy likewise. This was a case of global leadership. “Nalan da” actually means “Insatiable in giving”. Education centres built on the principle of imparting knowledge without transactions stand tall

in the human history. What made the Nalanda University remain at the Apex of higher education in the world for more than thousand years? I would dare say that it was because of “Inspirational Leadership”.

When the excellence of institutions is built around the charisma of an individual, the alternations of high

and low in their performance cannot be avoided. If the excellence is built into the institution as an organizational culture through inspiration of every member of the organization, sustaining excellence becomes feasible. Sustaining leadership over long periods of time calls for more than charisma of individuals and leadership models centred on individual human beings.

While attaining global leadership is one type of challenge, retaining excellence in educational enterprises over long periods is yet another challenge. If GITAM were to target global leadership in 2020, lessons from history of the work within the university for attaining excellence are to be gained.



On Inspiration

Inspiration is an elevated state of mind. When thoughts are elevated, the mind is inspired; it attains a rare level of beauty and passion for excellence. It is able to extract extraordinary values for the human effort and genius. An inspired mind is uninhibited. It knows no limitations and constraints. It reaches a stage where the painful realities of mundane and dreary human habits vanish. In some sense, it is a stage of trance. Creativity prevails over everything moving and stationary, when the mind is truly inspired. Inspired minds cross the barriers of human boundaries and search for contributions that transcend beyond the lapse of time.

On Inspirational Leaders from Indian History

The Minds of Buddha, Mahavir, Gandhi, Tagore, Raman, JN Tata, Mother Teresa and some of our leaders were all inspired. They spoke of such truth that gained universality of relevance in terms of both space and time. They managed to inspire millions of minds which did not share the history of time with their lifetimes and yet exert influence over centuries.

Let us take the example of Gandhi. He was not just a role-model. He was even more. He did not rely on charisma. He was not a leader who selected his followers. He received a following of people who had not even seen him. People like me had not even been born when he lived; but then his lessons to the world receive following of people who were born well after his time. I call him an inspirational leader. Such leaders continue to receive following by people of many generations and nationalities.

The foundation of this very institution in 1980s seems to have been motivated by the ideals of Gandhi. In my opinion, the establishment of GITAM gives us a proof of following for the great man. Of course, when an institution is named after an icon like Gandhi, there is a responsibility for honouring his ideals. He believed in universal access to education for all, without the barriers of access to wealth. His lessons become more important than his physical life ending in January 1948. His leadership was built on the principle of Inspirational leadership.

On Inspirational Leadership

Inspirational leadership is all about creating a flame that continues to burn eternally. It should lead to the creation of an organizational culture which sustains the inspiration of minds over large number of generations and long periods of time. When universities in Europe have retained excellence over centuries, it is appropriate to ask as to what makes them different. They are not driven by individuals and leaders with finite lifetime but by inspirational leadership capacity of those organizations. Such leaderships are inter-generational. They sustain.

What sustains the performance of an organization, is the character and core values enshrined in each and every activity. Competency sets needed to remain at the apex of the excellence are expected to undergo periodic changes. If the organization were to have imbibed the inspirational leadership

mode and culture of working, sustaining excellence is feasible. Unfortunately, many institutions in Modern India go through cycles of rise and fall, because of some of the leadership models employed. Therefore, in the present context, there appears to be some merit in examining the lives of five immortal leaders of India.

Five Great Indian Lives

Ladies and Gentlemen, I propose to flag the lessons from five great lives that have conquered death and gained immortality through their timeless values and lessons that remain relevant and universal. They are Buddha, JN Tata, Tagore, Gandhi and Sir CV Raman. Their lives speak the truth, bear the messages written in the language of the universe and they remain as inspirators transcending beyond time and lapse of human memory.

All these five lives have three things in common that they stood for the good of people for all time to come, centered on truth and cared for universal goodness. Grammar of the five lives changed the Grammar of tense in language. They spoke of freedom, knowledge, morals, ethics and ethos.

Raman

Ladies and Gentlemen, I quote from Sir CV Raman on his inspirator.

"A purposeful life needs an axis or hinge to which it is firmly fixed and yet around which it can freely revolve. As I see it, this axis or hinge has been, in my own case, strangely enough, not the love of science, not even the love of Nature but a certain abstract idealism or belief in the value of the human spirit and the virtue of human Endeavour and achievement. The nearest point to which I can trace this source of idealism in my recollection of reading Edwin Arnold's great book, The Light of Asia. I remember being powerfully moved by the story of Siddhartha's great renunciation, of his search for truth and of his final enlightenment".

"When the Nobel award was announced I saw it as a personal triumph, an achievement for me and my collaborators - recognition for a very remarkable discovery, for reaching the goal I had pursued for 7 years. But when I sat in that crowded hall and I saw the sea of western faces surrounding me, and I, the only Indian, in my turban and closed coat, it dawned on me that I was really representing my people and my country. I felt truly humble when I received the Prize from King Gustav; it was a moment of great emotion but I could restrain myself. Then I turned round and saw the British Union Jack under which I had been sitting and it was then that I realized that my poor country, India, did not even have a flag of her own - and it was this that triggered off my complete breakdown."

You can see that the life of Sir CV Raman received its inspiration from the life of Buddha who lived several centuries ahead and impacted the life of another great life, Sir CV Raman through inspirational leadership

Jamshedji N Tata

Ladies and Gentlemen, to me, Sri JN Tata remains as a Messiah for Self-Reliance with freedom from dependence and

Fire for Internationalism. Let us examine the major projects in which Sri JN Tata invested his effort and wealth. He formed Tata and Sons in partnership with Sir Dorabji Tata and R D Tata in 1887, set up J N Tata Endowment Scheme in 1892; founded the Taj Mahal Hotel in Bombay in 1898 and, egged by Swami Vivekananda, he laid the foundation for Science and education in India by establishing the Indian Institute of Science in 1899. From 1880 till his death in 1904, his entire being had concentrated solely on the three missions of his life, namely, a) setting up an iron and steel company, b) generating hydroelectric power, and c) creating a world-class educational institution that would enrich Indian minds in the field of the sciences. He sourced knowledge from wherever it was available and *believed in his conviction on self-reliance and industrial India and built at the core of his business concern for Welfare of People and not the Profit to investor.*

To his sons, he left a message to carry forward. It reads thus :

“Be sure to lay wide streets, plant shady trees of quick growing variety. Be sure that there is plenty of space for lawns... reserve areas for football, hockey, parks, ensure places for Hindu temples, Mohammedan Mosques, Christian churches”

These were his plans for Jamshedpur.

It was once said by a leader,

“The wealth gathered by Jamshedji Tata and his sons in half-a-century of industrial pioneering formed but a minute fraction of the amount by which they enriched the nation. The whole of that wealth is held in trust for the people and used exclusively for their benefit. The cycle is thus complete; what

leadership in freedom struggle succeed is the quantum of following it received and level of inspiration it created. He did not select his followers, millions of followers selected him as their leader because he was inspiring and remains inspiring even today. He is a part of recent history; but he enshrined in his philosophy and practices the lessons of Buddha and Mahavir.

Buddha

Ladies and Gentlemen, to present the life of Buddha as an everlasting inspiration for generations that followed and likely to follow from now on is like narrating the importance of sun for lives on earth. He stated all universal truth and narrated experience that would remain relevant for all human lives. His was a leadership that has spanned centuries and remain afresh even today. This is an example of global leadership for all time to come.

Lessons from the Five Great Lives

All the five lives emanated from Indian Civilization. They focused on freedom. Buddha focused on freedom from desires, Gandhi on freedom from oppression; Tata on freedom from dependence, Tagore on freedom from fear and Raman on freedom

from colonialism. Inspirational leadership emanating from all the five lives was built on universal truth and insatiable act of giving. They transcended beyond time and speak timeless values. Leadership is an aspect of influencing the thought and actions of people in a positive manner. Inspirational leadership demands the creation of an ambience and a system that inspires people and self propels into an organizational capacity. Five lives that opened the Windows on the World have left a level of inspiration that has self-propelled over centuries in both time and geographical space and remain a lesson for billions.

What do Inspirational Leaders do Different?

Inspirational leaders focus on future and big dreams, they desire big Impacts and their goals aim at Universal goodness and their personality are magnetic and promotes self-enrolment of followers and their strength emanate from conviction and confidence. Such leaders inspire ordinary people to deliver extraordinary results through empowerment of thought. They transform people and organizations through self-propelling and sustainable work ethics and culture.

Message for GITAM from the Inspirational Leadership Models of Gandhi

Ladies and Gentlemen, those of you preparing for your lives ahead from GITAM have borrowed his name for the institution. It is a challenge and an opportunity at the same time. It is a challenge to live up to the ideals of Gandhi, but it is also an opportunity to follow his ideals. The vision 2020 of GITAM spoke of leadership among the educational centres of the world. Metrics of measurement for assessing the leadership could involve a large number of tangible parameters. The leadership of the kind of Gandhi rests in their intangibility too. The values of a leader are even more important than their charisma.

Universal values of education are built on developing good citizens with humane approach and social consciousness. I am not certain as to whether the global ranking takes into account of the good citizenry values of their alumni or not. There are two models for excelling in life. One model is to surpass others and other institutions in relative scales. The other followed by Gandhi was to surpass oneself perpetually and ceaselessly. In the process, he reached a stage of the Minerva top of all human beings of his time and generations to follow. I would like to leave a thought among all the graduates of GITAM to try and follow the model of Gandhi by surpassing yourselves perpetually and deliver values of your lives to other people. Let me hope that GITAM would reach the global leadership that it seeks through the goodness you spread in the world rather than the greatness that most people speak for. There is a deeper message for all of you in the lessons on inspirational leadership from the five lives. Long live the inspirators who spread the message of goodness in an imperfect world order ■

95th THE INDIAN ECONOMIC ASSOCIATION ANNUAL CONFERENCE



HEARTY WELCOME

THE INDIAN ECONOMIC ASSOCIATION

95th Annual Conference

27-28 December, 2012

Dr. Smt. D. PURANDESWARI
President, IEA

SHRI. JAIRAM RAMESH
Honorary Secretary, IEA

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ASSOCIATION



GITAM University hosted the 95th Annual Conference of the Indian Economic Association (IEA) during 27-29 December 2012 with the focal theme 'Growth and Structural Changes in Employment'. The four sub themes of the conference are – (a) Economic Growth and Employment Linkages, (b) Employment Pattern: Structural, (c) Regional and Social Groups, (d) Drivers of Changing Pattern of Employment and Human Resource Development and Employment Pattern.

The conference was inaugurated by Dr.D.Purendeswari, Hon'ble Minister of State for Commerce and Industry, GOI, who appreciated the role of IEA in promoting research and involvement in economic policy makers. The Conference President Prof.B.L.Mungekar, Member of Parliament, Rajya Sabha has delivered key note address on "Contextualising Nehruvian Model of Development". Dr.MVVSMurhti, President, GITAM, Prof.G.Subrahmanyam, Vice-Chancellor, GITAM University and local organizing committee Vice-Chairman Prof.D.Harinarayana, Secretary Prof. K.Sivarama Krishna, Treasurer Prof. M.Potharaju participated in the inaugural session.

On behalf of the IEA, Dr. Anil Kumar Thakur, Secretary cum Treasurer, IEA, presented a report on the working of the IEA. He appreciated the endeavor of GITAM University for making the arrangements of the conference on such a large scale. Prof. Sukhadeo Thorat, President of the IEA highlighted the relevance of the select themes of the conference in the wake of the 12th Five Year Plan. He felt that the IEA has helped not only in promoting research and study but has been instrumental in policy formulation of the Government. He said that the invited speakers from around the

world also provide an international reflection on the Indian economy and contribute to the expansion of the domain knowledge.

The R.H.Patil Memorial Lecture was delivered by Prof. Ajay Shah of National Institute of Public Finance and Policy, NewDelhi. Prof.Suresh Tendulkar memorial lecture was delivered by Prof. G.K. Chaddha, President, South Asian University, New Delhi. Prof.Brahmananda memorial lecture on "Dynamics of Inflation" was delivered by Prof.C.R.Rangarajan, President, Economic Advisory Council to Prime Minister of India.

A Panel Discussion on "How to enhance research capacity and the quality of teaching materials in the college and University teachers" was thoroughly discussed by Prof.S.Thorat, Prof.S. Indumati, Prof.C.H.Hanumantha Rao, Dr.Vijay Kelkar, Prof.T.S.Papola and V.R.Panchamukhi, Prof.B.L. Mungekar and Prof.G.K.Chaddha.

The Association published conference papers as special volume of Indian Economic Journal, December, 2012. IEA organized a special session on "Andhra Pradesh Economy" where many papers were presented under the chairmanship of Prof.L.K.Mohan Rao, Andhra University. An important panel discussion on skill development and vocational education was held which was chaired by Prof.K.C. Reddy. Dilip H.M.Chenoy, Prof. Sudhanshu Bhusan, Prof.A lakh N.Sharma ,Mr.Vijay Mahajan and Prof.Nawal Kishore Choudhury were panelists.

Prof.K.Ramakrishna Rao, Chancellor, GITAM University was the chief guest in the closing ceremony. The cultural programs organized on 27th and 28th December during the conference period enriched the 95th IEA conference, where the classical vocal singers particularly musician in Karnatic Padmavibhushan Shri M.Balamurali Kirshna and classical dancers in Bharathanatyam Shri Prasanthi Sastry and Smt. Sunitha Prasanthi and modern dances by students of GITAM university were the major attractions ■



Dynamics of Inflation

Dr. C.Rangarajan

Chairman, Economic Advisory Council to the Prime Minister

I feel greatly honoured to deliver the P.R. Brahmananda memorial lecture. Prof. Brahmananda was one of India's outstanding economists, having made significant contributions to the development of economic thought in India. He has not been afraid to articulate his views on economic policy even when he was in a minority. In the early decades after Independence when almost all economists and policy makers were in favour of a path of development which emphasised industrialisation and more particularly in heavy industries, he along with Prof. C.N. Vakil stood out in favour of an alternative path which emphasised the development of wage goods industries including agriculture. Perhaps, if India had adopted the alternative route, the growth rate in the earlier period might have been much higher than what it turned out to be. Prof. Brahmananda was also a leading monetary economist of the country. He was a crusader in the cause of fighting inflation. He was convinced that high growth was possible only in an environment of low inflation. Control of money supply, according to him, was key to controlling inflation. In this lecture which has been instituted to honour his memory I, therefore, have chosen to speak on Dynamics of Inflation, a subject dear to his heart.

Inflation may be broadly defined as the sustained increase in prices. Prices can be measured either by the wholesale price index or the consumer price index. In India, policy makers very often use the wholesale price index. This is so only because of the speed with which these data are available. It is true that the behavior of the two indices do not always show the same trend. In years when food inflation is high, the retail inflation is always higher, as food commodities have a higher weight in retail price index than WPI. Between 2007-08 and 2010-11, this is what happened. The two interesting questions that arise in the context of explaining the phenomenon of inflation are (1) what causes inflation?, and (2) what can be done to tame inflation? Let me look at these two questions in the context of the recent bout of inflation in India. Before doing so, let me also address the issue of trade-off between growth and price stability.



Growth and Price Stability

A crucial issue in the conduct of policy is whether the pursuit of the objective of price stability by monetary authorities undermines the ability of the economy to attain and sustain high growth. Empirical evidence on the relationship between growth and inflation in a cross country framework is somewhat inconclusive because such studies include countries with an inflation rate as low as one to two per cent to those with inflation rates going beyond 200 to 300 per cent. These studies, however, clearly establish that growth rates become increasingly weaker at higher rates of inflation.

The trade-off between price stability and economic growth has been discussed in the framework of labour and output markets. The well known Phillip's curve postulated an inverse relationship between unemployment and wage rate. Several economists have challenged the basic micro economic underpinning of the wage and price mechanism that leads to the possibility of trade-off between inflation and growth. Several studies have established that in the long run there is no trade off between the two. The Phillip's curve becomes purely vertical, if the role of expectations is explicitly included. An environment of reasonable price stability is more conducive to economic growth; price stability is thus a necessary condition for long run growth. However, there is a possible trade-off in the short run. It is, nevertheless, important not to over use this opportunity as it can undermine the long term imperative.

The case of price stability as a major objective of economic policy rests on the assumption that volatility in prices creates uncertainties in decision making. Rising prices adversely affect savings while they make speculative investments more attractive. These apart, there is a crucial social dimension, particularly in developing countries. Inflation adversely affects those who have no hedges against it and that includes all the poorer sections of the community. This is indeed a very strong argument in favour of maintenance of price stability in emerging economies.

In resolving the short run trade-off between price stability and output growth, in the industrial countries, a solution is sought through the adoption by policy makers of rule bound monetary policies such as the Taylor's rule. The Taylor rule prescribes that the signal interest rate be fixed taking into account the deviations of inflation rate from the target and actual output from its potential. The rule requires the federal funds rate in the U.S. to be raised, if inflation increases above the target or if real GDP rises above trend GDP. In the original version, the weights of deviation from target inflation and potential output were assumed to be the same at 0.5. However, it was subsequently felt that the coefficient of inflation deviation term must be higher at one. While the rule is intuitively appealing, there are serious problems in determining the values of the coefficients. There is also a lot of judgment involved in determining the potential output and target inflation rate. However, the rule offers a convenient way of determining when the Central Bank should act.

Another way of reconciling the conflicting objectives of price stability and economic growth in the short run is through estimating the "threshold level of inflation", a level beyond which costs of inflation begin to rise steeply and affect growth. It is this inflation threshold that can provide some guidance to the policy makers. Below and around this threshold level of inflation, there is greater maneuverability for the policy makers to take into account other considerations. Interestingly, the Chakravarty Committee regarded the acceptable rise in prices in India as 4 per cent. This, according to the Committee, will reflect changes in relative prices necessary to attract resources to growth sectors. I have myself indicated that in the Indian context, inflation rate around 5 per cent may be acceptable. Some studies have estimated the level of threshold inflation in India to be in the range of 5 to 6 per cent. There is some amount of judgment involved in this, as econometric models are not in a position to capture all the costs of inflation. This approach provides some guidance as to when policy has to become tight or to be loosened. It is also necessary for the policy makers to note that this order of inflation is higher than what the industrial countries are aiming at. This will have some implications for the exchange rate of the currency. While an open economy helps to overcome domestic supply shocks, it also imposes the burden to keep the inflation rate in alignment with other countries.

Current Inflation

We have had three years of high inflation (Chart 2, Table 2). Inflation has remained above 7 per cent since November 2009. 2009-10 was badly affected because of the deficient monsoon. Foodgrain production declined by 17 million tonnes. The decline in the production of rice alone was 11 million tones. As a consequence, inflation was triggered by the increase in foodgrain prices. Food inflation which crossed the double digit level in June 2009 crossed 20 per cent in December 2009 and stood at that level till June 2010. Overall inflation as measured by the wholesale price index started rising from December 2009 and crossed the 10 per cent mark in March 2010. At that point non-food manufacturing inflation was still low at 3.5 per cent. It was expected that inflation would moderate through 2010-11. This in fact started happening and the trend continued till November 2010. From the peak of 10.9 per cent in April 2010, it came down to 8.2 per cent in November 2010.

However, prices started rising after that because of unseasonal rains which triggered food prices to rise again. By March 2011, year on year inflation had touched 9.7 per cent. While the food price inflation of 2009-10 was triggered by the rise in foodgrain prices, in 2010-11 it was triggered by the rise in the prices of vegetables, fruits and eggs, meat and fish. The increase in vegetable prices was significant. The late rains had a severe impact on the supply of some vegetables including onion. Inflation in vegetables rose to 34 per cent in December 2010 and 67 per cent in January 2011. Normally, vegetable

prices show a seasonal decline during winter months. During 2010-11, prices of raw cotton rose on an average by 43 per cent. The persistence of food inflation led to the spread of inflation to other sectors. Inflation in non-food manufactures rose from 3.51 per cent in March 2010 to 8.5 per cent in March 2011, with the weighted contribution of the manufacturing sector to total inflation at 41.8 per cent.

Inflation continued to remain an area of concern through most of 2011-12. From April 2011 to November 2011 for eight consecutive months inflation remained above 9 per cent. The break came in December 2011 when inflation fell to 7.7 per cent and it fell further to 7.2 per cent in January 2012. Inflation in food articles eased from 10.7 per cent in April 2011 to -0.68 per cent in January 2012. The significant decline in the headline inflation was primarily due to the strong decline in food articles and that too particularly in vegetables. The relief from the decline in food inflation was short lived. Both headline inflation and food inflation started to rise from the low levels reached in January 2012. Even as of November 2012, food inflation is as high as 8.5 per cent. Headline inflation after remaining steady at around 7.5 per cent rose to 8 per cent in August and September 2012. Since then, we have seen a decline with the November figure touching 7.2 per cent. Non-food manufacturing inflation has declined from 8 per cent in December 2011 to 4.49 per cent in November 2012. However, CPI inflation still remains at double digit level.

Some Key Questions

In the context of the analysis of the inflationary developments in the last three years some key questions arise. These are:

1. In a situation where inflation is primarily triggered by rise in food prices, what is the role of monetary policy?
2. How much weight should policy makers attach to considerations of growth while fighting inflation?
3. What has contributed to the persistence of food inflation in India? Can monetary policy play any role in moderating food price inflation?
4. With the emergence of certain structural rigidities in price formation should the acceptable level of inflation be higher than before?

Role of Monetary Policy

It is true that the extraordinarily high level of inflation seen in the last three years is due to certain severe supply side constraints, particularly of agricultural products. The fact that inflation is triggered primarily by the supply side shocks does not mean that monetary policy or for that matter fiscal policy has no role to play in such conditions. As indicated earlier, food price inflation, if it persists long enough, gets generalised. Non-food manufacturing inflation, sometimes called the core inflation, can be treated as an indicator of demand pressure. This has also remained high since April 2010. In March, October and November 2011 it had crossed 8 per cent despite a declining growth rate in output. Thus monetary policy along with fiscal

policy have to play their part in containing the overall demand pressures. This calls for a tightening despite the origins of inflationary pressures.

It is only in this context one can understand the series of actions taken by the Reserve Bank to raise policy rate to control inflation. The repo rates were raised 13 times. This is largely done in baby steps of 25 basis points every time. Perhaps, a sharper increase earlier could have been attempted. Nevertheless, the policy was in the right direction. Much of the increase in the repo rate was a correction of the reduction in the repo rate done in the context of the international financial crisis. In fact the policy rate had remained negative in real terms in almost the entire period. The signal for reversal of the policy will be when headline inflation and core inflation show definite signs of decline.

Relative Weights of Growth and Inflation

What weight should be given to considerations of growth in policy making has become a critical issue in our recent inflation experience, as the rise in inflation also coincided with a period of declining growth. While in 2010-11 growth rate continued to remain high, the slow down started in 2011-12, more particularly in the second half. The manufacturing growth rate for the year as a whole was only 2.5 per cent. However, inflation remained high and the process of tightening by monetary authorities continued till end January 2012. The repo rate reached its peak of 8.5 per cent at that point in time. Since then, there has been a process of easing. The repo rate was once reduced by 50 basis points to reach 8 per cent. The cash reserve ratio which in my view is a more direct instrument has been brought down from 6 per cent to 4.25 per cent. Thus since the beginning of 2012-13 there has been no tightening but only easing of the policy in small steps. The need to balance different objectives is inescapable. However, different arms of the government have special responsibility in relation to achievement of objectives. This is what is described as the 'assignment rule' in policy analysis. Thus among multiple objectives faced by monetary authorities, control of inflation becomes the dominant objective of monetary policy and takes precedence over other objectives. However, it goes without saying that all policy makers including monetary authorities must be forward looking and recognise the lags involved in the impact of policies. They must know when to tighten and when to loosen.

Food Inflation and Monetary Policy

One factor that stands out prominently in the recent inflation experience in our country is the persistence of food inflation. Food articles themselves are not one category; they comprise of several categories of foodgrains, vegetables, fruits, milk, and eggs, meat and fish. What we have seen in the last three years is food inflation had remained high because of the spurt in the prices of one category of food articles or the other. Inflation in foodgrain prices started almost from the beginning of 2008-09, much before the failure of the monsoon of 2009. But the failure of monsoon in 2009 pushed up the prices to very high

levels beginning December 2009. It was at that point overall food inflation exceeded 20 per cent. Food inflation spurted again towards the end of 2010 because of the abnormal increase in the prices of vegetables. The price of vegetables rose by 34 per cent in December 2010 and 66 per cent in January 2011. Both milk and eggs, meat and fish also saw consistently high price increases in 2009 and 2010. While inflation in these commodities somewhat moderated in 2011, they have shown a spurt once again in 2012. What are the major factors behind the rise in food inflation? While foodgrain production had been affected by the vagaries of monsoon, over the years, it had kept pace with the rise in population. While sudden spurts in the prices of foodgrains can be explained by weather related factors, the persistent high level of foodgrain prices is largely attributable to one structural factor, namely, the consistent increase in the minimum support prices. These increases have rather been sharp in recent years. In the case of other food articles, while the growth in output has been reasonable, demand had outstripped supply. With the rise in income, the per capita consumption of commodities such as vegetables has been increasing at a rate much faster than the population growth. It is obvious that food inflation can be controlled only by appropriate responses on the supply side. Not only should the production of agriculture increase but also its composition must change with the changing tastes and demand patterns of the households. Hopefully, the market signals will find adequate response. Of course, in the case of foodgrains, we have a fundamental problem because of the operation of minimum support prices. Policy makers need to take due note of the impact of the continuous increase in the minimum support prices on food inflation. Because of the minimum support price and open-ended procurement, food stocks at the disposal of the public distribution system have enormously increased. As of a recent date, stocks of rice and wheat exceeded 65 million tonnes. This has reduced the availability in the open market. Therefore, when open market prices rise, there must be a steady and judicious release of foodgrains from the public stocks at prices below prevailing market prices in order to bring down prices. Intervention in the foodgrain market by using the stocks has an important role to play in moderating increase in foodgrain prices. However, the structural factor remains. In relation to foodgrain as well as other food articles, there is also the demand pressure arising in the rural areas through some of the schemes we have introduced such as MGNREGS. It has been reported that there has been a distinct rise in rural wages not only in nominal terms but also in real terms. In August 2011, the year-on-year increase in nominal rural wages was 22 per cent; it has since come down to about 18 per cent in August 2012. In real terms, the wage growth came down from 11 per cent in August 2011 to 8 per cent in 2012. All these go to emphasise the need for much faster rate of growth in agricultural and allied activities, if inflation is to remain low. Also in relation to some food articles such as vegetables, there is an urgent need to improve the current marketing arrangements which are archaic.

To come back to monetary policy, while changes in monetary policy cannot have a direct impact on food inflation, it can have a moderating influence through containing overall demand pressures. At the same time, it must be recognised that as the income elasticity for food is low, this channel of transmission may have only limited impact. However, as stressed earlier, if the persistence in food inflation leads to generalised inflation, monetary policy has to necessarily intervene (see Appendix for the relationship between Food and Non-food inflation).

Acceptable Level of Inflation

With the persistence of food inflation and the structural factors contributing towards such a rise, a question has been raised whether the acceptable level of inflation in the country must be raised upwards. Some people call it the 'new normal'. As mentioned earlier, the Chakravarty Committee had thought of 4 per cent as the appropriate level of inflation. Subsequently, monetary authorities have acted more or less on the assumption that the comfortable level of inflation is in the region of 5 per cent. We have indicated earlier, why price stability is a desirable objective. Advanced economies have an acceptable level of inflation in the region of 2 to 3 per cent. Most fast growing Asian economies also work around this number. It would be inappropriate for Indian authorities to raise the acceptable level of inflation. Of course, inflation currently runs way above any acceptable level of inflation. It may take more than a year to bring it down to 6 per cent. Even accepting foodgrain inflation is intractable because of policy issues as cereals have a weight of only 4 per cent in WPI, five per cent as the acceptable level of overall inflation is still consistent with it. Some people seem to argue that high growth warrants higher inflation. This contention is not justified even by our historical record. In the three years when we grew at a rate higher than 9 per cent, the average inflation rate was much lower at 5.2 per cent. What is needed is a much greater supply response to inflation. High levels of inflation undercut motivation for savings and divert investment into speculative channels. It would be best for the policy makers to work with an acceptable level of inflation of 5 per cent.

One may not fully agree with Milton Friedman's statement that "inflation is always and everywhere a monetary phenomenon". Nevertheless, monetary factors play a key role in the determination of inflation (see Appendix on the relationship between Money and Prices). This is true even if supply side shocks trigger inflation. While monetary authorities may have multiple objectives, they need to steer in a clear direction and prioritization of objectives becomes essential. It has to create a hierarchy of objectives. The mandates of the central banks have become wider. This is inevitable with the increasing complexity of the system in which central banks operate. However, the primacy of price stability as an objective of monetary policy particularly in developing economies must be recognized. Our own experience in the last three years is a clear reminder of this. *(Abridged text from Dr. Rangarajan speech)*

GUSAC CARNIVAL



GITAM UNIVERSITY SCIENCE ACTIVITY CENTRE (GUSAC)

GITAM University Science & Activity Centre (GUSAC) organized a two day national level technical and cultural festival (GUSAC CARNIVAL) from 8th to 9th March 2013 here at GITAM University Visakhapatnam campus. The carnival is designed to stimulate active interest in sciences and recognize the work of young scientists through their own science and Engineering research projects and encourages the development of both research and communication skills.

The main theme of the carnival is "Agriculture in Modern India". Events like Dip-MAT, Kaun Banega Agropathy, Analyze Me, Agri B Plant, My Dairy, Agroid, Dirt Gems, Mr.Gurugappan's Furrover, Spruzzator, Enema, Plot the Trade attracted the students. The engineering students developed a mobile phone to control the drip irrigation with minimum investment. Some student groups designed algorithms to find the amount of chlorophyll content in the leaves. The innovative business plans in agriculture, Automobile workshop and cell phone making seminars are special attraction in the carnival. The student groups also discussed cloud computing methods and surface computing technologies which enable the laptop with touch screen operation.

Interaction with farmers:

As a part of the carnival the organizers arranged an interaction session with farmers. The farmers briefed their field level problems, land usage, rain water harvesting and electricity shortages. They requested the engineering students to give a solution to minimize the usage of electricity in farming. The students exhibited their agro technologies and explained that they are preparing new agricultural equipments using solar power. The students who interacted with the farmer community expressed their willingness to incorporate the suggestions in future technologies. The farmers appreciated the students for developing a mobile operate drip irrigation system.

The self titled exhibition "architist" showcased the mixed media works of students of architecture has received appreciations.

Over 3000 students from 96 engineering colleges presented over 350 projects. Students had a great time presenting their research papers and the Judges were very impressed with the quality of papers. Winners received trophies and cash prizes during the closing ceremony.

GITAM University Vice-Chancellor Prof.G.Subrahmanyam said that the University is allocating special funds for student research activities. The organizing committee Chairman Prof.N.Lakshmana Das, Registrar Prof.M.Potharaju, Student Affairs Director Prof.K.Veerabhadram, Institute of Technology Principal Prof.Lakshmi Prasad, Institute of Management Principal Prof.K.Sivaramakrishna and others appreciated the students. The carnival concluded with mega cultural events like fashion show, group dances, singing and mime etc showcased the talent ■





ITS AP CONFERENCE ON **EMPLOYMENT OPPORTUNITIES AND CHALLENGES**

As part of ITsAP initiative a conference on “Employment Opportunities and Challenges” was organized on 9th February, 2013 at GITAM University, Visakhapatnam. Objective of the program was to bring about significant awareness among the student community in Tier II cities about the various employment opportunities across emerging verticals and technologies and also help with development of right attitude and skills required to leverage the same. The conference saw participation from more than 600 Students and faculty members from Engineering Colleges in Vizag and its neighbouring districts.

The program started with a welcome address by Prof. G. Subrahmanyam, Vice Chancellor, GITAM University. Mr. V. Rajanna, President ITsAP set the context for the conference and the relevance of the topics to be addressed on the day. He encouraged the students to focus on acquiring domain knowledge and help the industry in delivering large scale projects effectively.

Mr. B.V.R. Mohan Reddy, Chairman and Managing Director, Infotech Enterprises, was the chief guest and the key note speaker for the conference and his address was heard with rapt attention as he shared detailed statistics on the current state and future of the industry in India with a special focus on AP. He then detailed the opportunities in each industry and also the skills required by the students to explore and exploit these immense opportunities.

Post Inaugural session, Mr Harish Chandra Prasad, Chairman, Malaxmi Group spoke on “Opportunities in Infrastructure”. He stressed on the importance of contentment, commercial acumen and values. He gave excellent real life examples which left a lasting impression on the audience. Mr. B.Sridhar, Global Head, Product Development Services, CMC Ltd covered the “Opportunities and Challenges in Embedded Systems & Hardware”. He stressed the importance of inter disciplinary collaboration and gave a preview on the future trends of the industry. Mr. Sanjay Gupta, Domain Consultant - Business Domain Academy, TCS spoke on the importance of Creation and Sustenance of Domain Competencies. He emphasized that only by building a deep domain knowledge people can build long lasting careers. Mr Kranthi Kiran Vistakula, CEO, Dhama Innovations presented a case study on “Academic institutions as centers of Innovation”. He narrated his own success story of translating a simple idea which he studied in his Chemistry class in 7th standard into a successful business proposition. This was the highlight of the day’s session, and motivated the students to think about entrepreneurship, instead of a job.

The students had the privilege of listening to Prof. Sudershan Acharya, Founder and Chairman, Lead India 2020. He spoke on transforming students as “Change Agents” by developing ethics, values and personality. He called upon the students to transform themselves to work as peer-group change agents to improve people and environment around them. The concluding session was by Mr. Bipin Chandra Pendyala, VP and Site Leader, CA. He detailed the multiple opportunities awaiting the students not only in IT Sector but also other industries. He later gave a detailed career path available to students in IT and ITES sectors too ■

The IT & ITES Industry Association of AP is a registered apex body with more than 300 members representing the software industry in Andhra Pradesh under the Andhra Pradesh Public Societies Registration Act. It is a not for profit organization whose vision is ‘To Position Andhra Pradesh as the leading intellectual capital of the world, by nurturing entrepreneurship, research and innovation, to achieve global excellence in IT products and services’. ITsAP works very closely with the IT & C Dept of Govt of AP, STPI – Hyderabad and with various industry bodies like NASSCOM, FICCI, CII, TIE, AMCHAM, IACC, FAPCCI, etc as a catalyst to promote the growth of the IT & ITES industry in the state of Andhra Pradesh. ITsAP HR Forum has been working actively on a number of initiatives for the Academia and the HR fraternity in general.





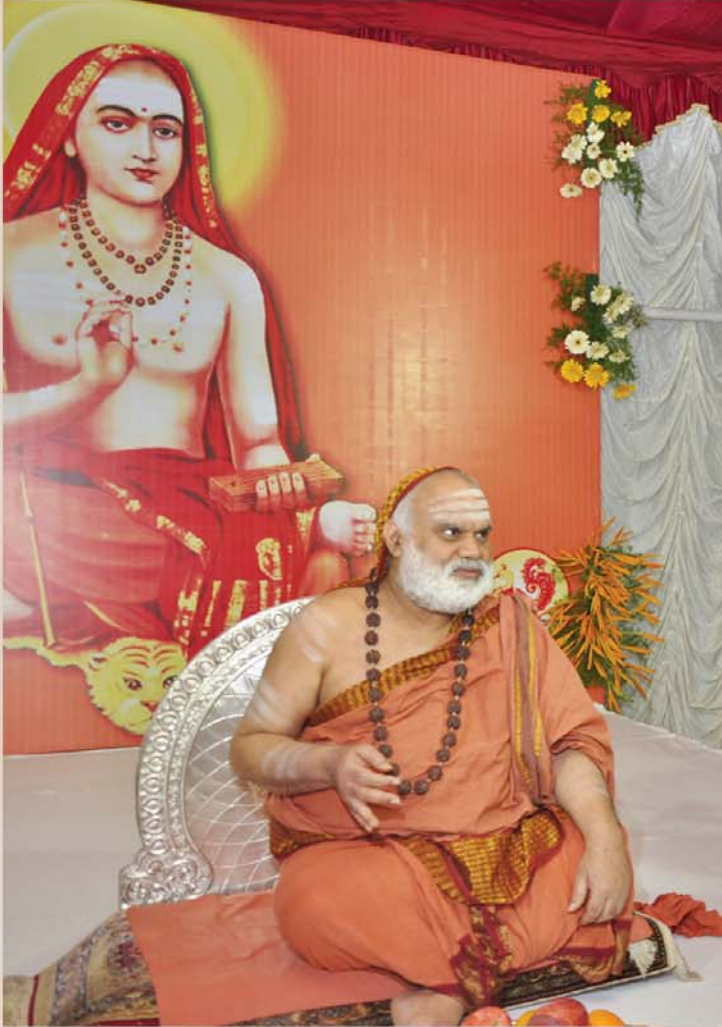
SAMBHAV'13

Sambhav'13 an annual B-School fest was organized at GITAM School of International Business, GITAM University, Visakhapatnam on 16th March, 2013.

Vice-Chancellor Prof. G.Subramanyam attended as chief guest and inaugurated the festival. GITAM School of International Business Director Prof. V.K.Kumar and others participated in the function and appreciated the students. Students from various B-Schools across India participated in management events like Maslows mania, AD combat, Stock Bubbles and Young Turks. GITAM School of International Business (GSIB), hosted the regional round of the 9th National Student Quiz (NSQ) organized by the All India Management Association (AIMA) in GITAM University. Around 100 teams comprising two students each participated in the event. The quiz master was Adityanath Mubayi who kept the audience engaged.

Later in the evening a cultural show was organized. The cultural show was first of its kind having an experiment with video jacking show inside a show with a theme on 'Women Empowerment'. In the show a woman was depicted as an actress turned director due to the mishaps in the society where in she memorizes the past events and challenges to change ■





Blessings

Sringeri Peetadhipathi, His Holiness Jagadguru Sri Sri Sri Bharathi Theertha Maha Swamy was given a grand ceremonial welcome during his visit to GITAM University in January 2013. He blessed the GITAM University during his stay in the campus.

Sringeri Sharada Peetham is the southern Advita Vedanta matha or monastery established by Adi Shankara in 8th century AD. The matha is on the banks of the Tunga River in Chikmagalur district, Karnataka, India, 105 kilometers from Mangalore.

In the unbroken line of succession of the Sringeri Sarada Peetham commencing from the great Sri Shankara Bhagavatpadal, Sri Bharathi Theertha Mahaswamigal is the 36th

pontiff. His Holiness is a rare sage of astonishing spiritual accomplishments and yet simple-hearted; extremely fierce in dispassion and yet compassionate to the core; a true master of the Sastras and Vedas and yet humble and ever ready to learn. No wonder the devotees experience ever-lasting peace in His presence, hear the voice of the Sastras in His teachings and derive immense benefit from His benevolent blessings.

GITAM President Dr.MVVSMurhti, Vice-Chancellor Prof.G.Subrahmanyam, Registrar Prof.M.Potharaju and others participated in interaction with swamiji ■



150th Birth anniversary of Swami Vivekananda

1863 - 2013

Ratha Yatra in GITAM

The 150th birthday of Swami Vivekananda (12 January 2013) was celebrated all over India and in different countries of the world. Ministry of Youth Affairs & Sports of India decided to observe 2013 as the year of 150th Birth Anniversary of Swami Vivekananda. Year-long events and programs were organized by different branches of Ramakrishna Math and Ramakrishna Mission. The Ramakrishna Math has planned a three-year-long "Vivekananda Ratha Yatra" from September 11, 2012 to January 12, 2014 to awaken youth across the country by spreading the message of Swami Vivekananda to commemorate his 150 birth anniversary celebrations.

A chariot named 'Vivekananda Ratham' entered GITAM University on 21st February, 2013. An exhibition bus on the life, teachings and contributions of Swami Vivekananda named 'Vivekananda Sankharavam' accompanied the chariot (Vivekananda Ratham) followed by a mobile book stall named 'Viveka Bheri' also reached GITAM University in the month of February. This attracted the students and created awareness to know more about Swami Vivekananda.

A team of spiritual leaders accompanying the chariot swami Nikhileshwaranananda, swami Shantatmananda, swami Bodhamayananda and renowned scientist, the ex-director of ISRO Dr.T.G.K.Murthy addressed the students in a special meeting organized by the University at Shivaji auditorium. Dr. T.G.K. Murty focused on character building for youth and the need to grow physically, intellectually and spiritually. He stressed on the need of youth to learn scientific reasoning and the ability to question and think for themselves to build a strong character. He highlighted Swamiji as the role model for them.

Vice-Chancellor Prof.G.Subrahmanyam, Pro Vice-Chancellor Prof.D.Harinaryana,Registrar Prof.M.Potharaju and others participated in the program ■



GITAM INSTITUTE OF MEDICAL SCIENCES

In pursuit of a noble objective of providing Health Care Services, a humble beginning was made in the year 1995 by GITAM with establishment of "Health Centre" to cater to the medical needs of the students and faculty of the GITAM. Subsequently, the centre is upgraded to a full fledged 300 bedded hospital with all basic specialities. The Hospital is now providing medical and health requirements not only to the staff and students of GITAM University but also to the public at large in and around of Visakhapatnam at free of cost. The Hospital is located in an exclusive 30 Acre sea front area which is unique on Rushikonda Beach adjacent to the GITAM University campus. It is well connection with public transport system. The 300 bedded hospital is now fully equipped and operational.

In coming years, the Hospital will be upgraded to 1000 bed capacity and will be developed into a referral super speciality hospital by installing state of the art equipment. The unique location with picturesque surroundings will be a favourable destination for medical tourism. The monumental infrastructure facilities epitomize our dreams and aspirations and stand testimony to our managerial and administrative capabilities of establishing a world class Medical Institution for the benefit of humanity.

The management is contemplating to start a medical college in the same campus with an annual admission of 150 students after obtaining necessary permissions from the authorities concerned. The idea is to develop a premier medical educational institution by inviting dedicated teaching faculty from across the Globe.

The aim and goal of the GIMS is to provide high quality equitable services at affordable cost to all sections of the society in preventive, diagnostic, curative, rehabilitative and educative areas of health and allied fields ■



SEMINARS & WORKSHOPS

- Computer Science Department, GIS, GITAM University organized a National Seminar on “Cloud Computing” on 7th September 2012.
- The Department of Chemistry in GITAM University is organized a two day National Conference on “Emerging Trends in Chemical Research” from 7th to 8th September 2012.
- Seminar on ‘Suicide Prevention’ was organized by the Department of Applied Psychology in GITAM Institute of Management on 12th September 2012.
- GITAM University Management Students group consisting of f BBM and IMBA organized a Student Seminar on Environmental Management on 13th September 2012.
- World reputed IT Services organization Tata Consultancy Services Ltd. (TCS) Vice President (Human Resources) and Global Head for Talent Acquisition Mr.K. Ganesan visited GITAM University here on 26th September 2012.
- The Department of Chemistry, GIS, GU organized a National Conference on “CHEMISTRY for SUSTAINABLE DEVELOPMENT” (SusCon-2012) during – 10th - 11th October, 2012.
- The Department of Mechanical Engineering organized a three day workshop on “Optimization and Reliability Approaches in Engineering Design” during 22nd -24th November 2012.
- The Department of Electronics & Instrumentation Engineering organized a National conference on “Automation, Communication & Computing” (NCACC-2012) during 7th & 8th December 2012.
- GITAM School of International Business organized a Management Development program on Finance for Technical Executives during 1st & 2nd January 2013.
- As a part of Technical Education Quality Improvement Programme of Government of India (TEQIP), GITAM University is organized a two day workshop on Sustainable Water Resources Management here on 19th January 2013.
- GITAM School of Architecture of GITAM University conducted a two day workshop on Intelligent Buildings on 24th & 25th January 2013.
- The Department of EEE organized a National Level Workshop on “Wide Area Monitoring and Control of sustainable Power Systems” (WAMCPS-2013) during 24th & 25th January 2013.
- The ISTE student chapter in GITAM Institute of Technology, GITAM University, organized TechXpo-2013 on 25th January 2013.
- GITAM Institute of Management organized a National Seminar on “Emerging Trends in Marketing” during 1st & 2nd February 2013.
- GITAM School of International Business organized a Management Development Program on Foreign Exchange Risk Management during 22nd & 23rd February 2013.
- GITAM Institute of Management organized a National Seminar on “Employee Engagement for Organisational Excellence” on 14th March 2013.
- GITAM School of International Business organized a workshop on Global Entrepreneurship during 15th & 16th March 2013.
- The Department of Environmental Science, GIS, GU organized a National Seminar on “Climate change and sustainable Management of Water Resources” on 17th March 2013
- Engineers Without Borders (EWB), India GITAM Student Chapter Inaugurated in the University premises on 21st March 2013. Around 230 students enrolled as members in the EWB GITAM Chapter during the inaugural function.
- Computer Science Engineering Department, GIT, GITAM University organized a National Seminar on “Soft Computing” during 22nd and 23rd March 2013.
- Two Day National Conference on Strategic Quality Management was organized by GITAM School of International Business during 5th and 6th April 2013 at GITAM University.
- Department of Mechanical Engineering, GITAM Institute of technology, GITAM University has conducted a two day workshop on “Nonlinear Solid Mechanics” on 12th April 2013 ■

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GSIB 3rd Graduation Day

Honorary Fellowship conferred on GVK Group MD

GITAM School of International Business (GSIB) 3rd Graduation Day celebrated on 16th September 2012. Prof. V.K.Kumar, Dean & Director, GITAM School of International Business presided over the function.

Prof. C. Panduranga Bhatta, Management Centre for Human Values, Indian Institute of Management, Kolkata was the Guest of Honour.

Mr. Krishna Ram Bhupal, Managing Director, GVK Group was conferred with Honorary Fellowship.

On this occasion, the School awarded medals and cash awards to its meritorious students. GITAM President Gold Medal received by Mr. Varun Kumar Vanama, Silver Medal by Miss. M. S. P. Rani, Bronze Medal by Mr. Neeraj Sumeet Sekhar. Dr. K. Rosaiah Award of Excellence (Sponsored by M/s Symbiosis Technologies, Visakhapatnam) presented to Mr. Seetha Rama Raju Mudunooru which carries Rs.1 lakh cash prize. Mr. Seetha Rama Raju Mudunooru, K Vidya Sagar also awarded cash prizes during graduation ceremony.

GLOBAL FINANCIAL CRISIS – AN OPPORTUNITY FOR INDIA

SHRI PRABHAKAR DALAL, Executive Director, Export - Import Bank of India

It gives me immense pleasure to participate in the 3rd Graduation ceremony of Gitam School of International Business. I am particularly delighted to be here amongst the bright young minds – the future of a vibrant India

The Ongoing Global Crisis – Stylised Facts

As you are all aware, we are today living in turbulent and uncertain times. The world economy has suffered from the confluence of two adverse developments. The first is a much slower recovery in advanced economies since the beginning of the year. The second is a large increase in fiscal and financial uncertainty, which has been particularly pronounced since last year. Thus, global activity has weakened and become more uneven, confidence has fallen sharply recently, and downside risks are growing. Against a backdrop of unresolved structural fragilities, a barrage of shocks hit the international economy during the recent past. Japan was struck by the devastating Great East Japan earthquake and tsunami, and unrest swelled in some oil-producing countries. At the same time, the handover from public to private demand in the U.S. economy stalled, the euro area encountered major financial turbulence, global markets suffered a major sell-off of risky assets, and there are growing signs of spillovers to the real economy.

Growth, which had been strong in 2010, decreased in 2011. IMF projections indicate that global growth will moderate to about 3.5% through 2012, from 3.9% in 2011 and over 5% in 2010. Real GDP in the advanced economies is projected to expand at an anaemic pace of about 1.4% in 2012, before picking up in 2013 to 2%. But not all is gloomy – the silver lining has been the performance of developing and emerging economies that are projected to grow at 5.7% this year and further improve performance to 6.0% in 2013.

India's International Trade: Recent Trends

India has not been left untouched by the ongoing economic meltdown. As far as India is concerned, the contagion effects of global financial markets has manifested through adverse effects on capital flows (FII & FDI), and trade. Reduced capital inflows have impacted financial market liquidity and depressed valuations have raised the cost of capital, reducing the incentive to invest. FDI did experience a decline in FY 2011 when it fell to US\$ 34.9 billion from US\$ 37.8 billion in FY 2010, although it recovered to US\$ 46.9 billion in FY 2012. In terms of the meltdown's impact on trade, India's relatively low export/GDP ratio means that our country has been less damaged by the global slowdown than other countries, especially East Asian economies. This is reflected in India's recent trade performance, which picked up its growth momentum in 2010-11, surpassing the pre-crisis peaks, with trade to GDP ratio reaching 43% in 2011-12.

Overall, India's international trade touched US\$ 792 billion, registering a growth of 27.6 percent over US\$ 620.9 billion recorded in the previous year. Reflecting strong macroeconomic indicators, India's merchandise exports reached a level of US\$ 304 billion during 2011-12 which was nearly twice its level in 2007-08. The Government has set up an export target of US\$ 500 billion by 2014, and envisages doing so by diversifying its products and markets. As a result of dynamic growth in the country's exports, India's share in the world merchandise exports increased from 0.9% in 2005 to 1.6% in 2011. It is not just trade but also investments that have shown significant increase. According to UNCTAD'S World Investment Report 2011, FDI inflows to India have also shown a significant increase of 33% in 2011 from 2010.

Global Financial Crisis – An Opportunity for India

'How would this current situation impact me' is a question that will be of major interest to all of you. At the cost of being branded as an over-optimist, let me tell you that things need not necessarily be as bad at the global level as they, prima facie, appear to be. Managing downside risk in the current circumstances should not blind us to potential upsides; we must seize the opportunities that arise during this period of vast uncertainty. After all, it was during the recessionary 1870s that Rockefeller and Carnegie began grabbing dominant positions in the emerging oil and steel industries by taking advantage of new refining and steel production technologies and of the weakness of competitors. A century later, also in a difficult economy, Warren Buffett converted a struggling textile company called Berkshire Hathaway into a source of funds for far-flung investments. Who knows, tomorrow it could be one of you who could be playing a major role in your prospective organisations in converting the crisis into an opportunity for your organisation.

That this is not too farfetched a hypothesis is evident in the current valuations of companies overseas, which lend themselves as easy acquisition targets for Indian corporates wishing to expand their global footprints. As you must be aware, more and more Indian companies are going global, as reflected in the rising trend in Indian overseas direct investments – which shot up from US\$ 2.3 billion in FY 2005 to US\$ 15 billion in FY 2012. This increasing integration of markets and the resulting competition raise high requirements for the participating companies and their executives – of which you will all shortly be a critical component of. I am sure that the knowledge that you have gained here at this esteemed institution will stand you in good stead and help you leverage upon opportunities presented in the globalised world. It would facilitate your understanding of all issues related to international trade, including those related to management of foreign exchange risks ■

గీతం ఆతిథ్యంలో...

2వ అంతర్జాతీయ తెలుగు అంతర్జాల సదస్సు - 2012



అంతర్జాతీయ తెలుగు అంతర్జాల సదస్సు విశేషాలు

● కొత్త తెలుగు ఫాంటలను విడుదల చేసిన తమిళనాడు గవర్నర్ డాక్టర్ కె.రోశయ్య ● ఎన్టీఆర్ పేరిట తెలుగు ఫాంట

గీతం విశ్వవిద్యాలయం వేదికగా అంతర్జాలంలో తెలుగు వినియోగంపై రెండవ అంతర్జాతీయ సదస్సు 2012 సంవత్సరం నవంబరు 2వ తేదీ నుంచి 4వ తేదీ వరకు మూడు రోజుల పాటు ఘనంగా నిర్వహించారు. ఆంధ్రప్రదేశ్ రాష్ట్ర సమాచార సాంకేతిక శాఖ, సిలికానాండ్ర సంయుక్తంగా నిర్వహించిన ఈ అంతర్జాతీయ తెలుగు భాషా సదస్సుకు గీతం విశ్వవిద్యాలయం ఆతిథ్యాన్ని ఇచ్చింది.

అనంతరం తెలుగు తల్లిని కీర్తిస్తూ గీతం విద్యార్థులు 'మా తెలుగు తల్లికి మల్లెపూదండ' గీతాన్ని హృద్యంగా ఆలపించారు. అనంతరం సదస్సుకు ముఖ్యఅతిథిగా హాజరైన తమిళనాడు రాష్ట్ర గవర్నర్ డాక్టర్ కె.రోశయ్య జ్యోతి వెలిగించి సదస్సును ప్రారంభించారు. కార్యక్రమంలో రాష్ట్ర మంత్రులు పొన్నాల లక్ష్మయ్య, వట్టి వసంతకుమార్, రాష్ట్ర విధాన సభాధ్యక్షులు డాక్టర్ ఎ.చక్రపాణి, అధికార భాషా సంఘం అధ్యక్షులు మండలి బుద్ధ ప్రసాద్, యుజిసి ఉన్నత భాషా సంఘం అధ్యక్షులు డాక్టర్ వై.లక్ష్మీప్రసాద్, గీతం విశ్వవిద్యాలయం అధ్యక్షులు డాక్టర్ ఎమ్.వి.వి.ఎస్ మూర్తి, విశ్వవిద్యాలయం వైస్-ఛాన్సలర్ ప్రొఫెసర్ జి.సుబ్రహ్మణ్యం, రాష్ట్ర సమాచార సాంకేతిక శాఖ కార్యదర్శి సంజయ్ జూజు, సిలికానాండ్ర వ్యవస్థాపక అధ్యక్షులు కూచిభొట్ల ఆనంద్, రాష్ట్ర జ్ఞానాధారిత అనుసంధాన వ్యవస్థాపక సంఘం సమన్వయాధికారి ఆత్మకూరి అమర్నాథ్ రెడ్డి, తెలుగు విజయం ప్రత్యేకాధికారి తూములూరి శంకర్, గీతం విశ్వవిద్యాలయం రిజిస్ట్రార్ ప్రొఫెసర్ ఎం.పోతరాజు, ఐఐఐటి ఆచార్య పేరి భాస్కరరావు, హైదరాబాద్ విశ్వవిద్యాలయం ప్రొఫెసర్ జి.ఉమామహేశ్వరరావు తదితరులు పాల్గొన్నారు.

ఈ సందర్భంగా ముఖ్యఅతిథి డాక్టర్ కె.రోశయ్య మాట్లాడుతూ తెలుగు భాషకు అంతర్జాతీయ స్థాయి గుర్తింపు తేవడానికి జరుగుతున్న కృషి అభినందనీయమన్నారు. జన్మభూమిని, మాతృభాషను ఎన్నటికీ మరువరాదని భాష పట్ల ఆసక్తి, ఆభిమానం ఉంటే రానున్న తరాలకు తెలుగు భాషను మరింత ఉన్నతంగా తీర్చిదిద్ది అందించవచ్చునన్నారు. తెలుగు భాషను సంరక్షించేందుకు ఉద్యమంగా ప్రతిఘటించు ముందుకు రావాలని పిలుపునిచ్చారు. ఇంటర్నెట్ ద్వారా తెలుగు భాషను విశ్వవ్యాప్తం చేయాల్సి ప్రయత్నం విజయవంతం కావాలన్న ఆకాంక్షను వ్యక్తం చేశారు.

రాష్ట్ర సమాచార సాంకేతిక శాఖామాత్యులు పొన్నాల లక్ష్మయ్య మాట్లాడుతూ ప్రపంచ భాషలలో తెలుగు 14వ భాషగా గుర్తింపు సాధించిందని అయితే ప్రాచీనతను చూసి గర్వపడే కంటే భాషను అభివృద్ధి చేస్తూ ముందుకు సాగటం అవసరమన్నారు. సెల్ ఫోన్ ల వినియోగం పెరుగుతున్న నేపథ్యంలో సామాన్యులు ముఖ్యంగా రైతులు, దినసరి కూలీల సైతం తెలుగులో సంక్షిప్త సమాచారాన్ని ఉపయోగించుకోవడానికి భాషను ఆధునికీకరించడం అవసరమని రాష్ట్ర ప్రభుత్వం భావిస్తుందని అన్నారు. ఇతర భాషల మాదిరిగా తెలుగు భాషకు బహుభాషా నిఘంటువులను, పర్యాయ పదకోశాలను, భాషా పద పరిష్కరిణిల వంటివి తెలుగు అంతర్జాలంలో రూపొందించడం జరుగుతోందన్నారు. అధికార భాషా సంఘం అధ్యక్షులు మండలి బుద్ధ ప్రసాద్ మాట్లాడుతూ 1966 సంవత్సరంలో అధికార భాషా చట్టం అమలులోకి వచ్చినప్పటికీ తగినంత ఉపకరణాలు లేకపోవడం వల్ల తెలుగు అధికార భాషగా అమలు చేయటంలో ఇబ్బందులు ఎదురవుతున్నాయన్నారు. తెలుగులో మూడు ఫాంటలను ఉన్న స్థితి నుంచి నేడు 15 ఫాంటలకు అభివృద్ధి చెందామని అలాగే అంతర్జాలంలో తెలుగు వినియోగం పెరిగేలా యూనికోడ్ లో రాష్ట్ర ప్రభుత్వం శాశ్వత సభ్యత్వాన్ని తీసుకుందన్నారు. ఈ చర్యల వల్ల రాష్ట్రంలో ప్రభుత్వపాలనకు తెలుగును వాడటం నేడు సరళతరమైందన్నారు.

రాష్ట్ర పర్యాటక శాఖా మంత్రి వట్టి వసంతకుమార్, విధాన మండలి చైర్మన్ డాక్టర్ ఎ.చక్రపాణి, గీతం విశ్వవిద్యాలయం అధ్యక్షులు డాక్టర్ ఎమ్.వి.వి.ఎస్ మూర్తి, వైస్-ఛాన్సలర్ ప్రొఫెసర్ జి.సుబ్రహ్మణ్యం, రాష్ట్ర సమాచార సాంకేతిక శాఖ కార్యదర్శి సంజయ్ జూజు, సిలికానాండ్ర వ్యవస్థాపక అధ్యక్షులు కూచిభొట్ల ఆనంద్ తదితరులు పాల్గొని ప్రసంగించారు. తెలుగు భాషాభివృద్ధికి నూతన ఫాంటలు మరింత ఉపయోగకరం కాగలవన్న ఆకాంక్షను వ్యక్తం చేశారు.

ఎన్టీఆర్ పేరుతో తెలుగు ఫాంట(ఖతులు):

తెలుగు భాషను అంతర్జాలంలో వ్యాప్తి చేయడానికి రాష్ట్ర సమాచార సాంకేతిక శాఖ, సిలికానాండ్ర జరిపిన కృషి ఫలితంగా యూనికోడ్ తో (విశ్వ సంకేత మాల) 15 ఫాంటల(ఖతులు)ను రూపొందించినట్లు పొన్నాల లక్ష్మయ్య ప్రకటించారు. వీటిలో భువన విజయం, శ్రీ కృష్ణదేవరాయ, అల్లసాని పెద్దన, రామభద్ర, ధూర్జటి, శూరన్న, మండలి, గిడుగు, గురజాడ, సురవరం, నాట్స్ (నార్త్ ఆమెరికా తెలుగు సొసైటీ) లతో పాటు స్వర్ణీయ నందమూరి తారక రామారావు పేరుతో ఎన్టీఆర్ ఫాంటను ఈ సదస్సులో భాగంగా విడుదల చేశారు. ఈ ఫాంటలను ఉచితంగా పంపిణీ చేస్తామని వీటిని స్వేచ్ఛగా ఉపయోగించుకోవచ్చునని పొన్నాల లక్ష్మయ్య ప్రకటించారు. వీటికి 18 నెలల పాటు జరిగిన కృషి అభినందనీయమని పేర్కొన్నారు.

ఈ అంతర్జాతీయ సదస్సుకు గీతం విశ్వవిద్యాలయం ఇవ్వడం పట్ల ప్రముఖులు ప్రసంశలు కురిపించారు.

తెలుగు భాషపై చలోక్తులు:

సదస్సులో రెండవ రోజు తెలుగు భాషపై పలువురు వక్తలు చలోక్తులు విసిరారు. ముఖ్యంగా తెలుగు నేర్చుకోవాలంటే ఆంధ్రప్రదేశ్ కంటే అమెరికాకు వెళ్లటం సముచితమని తెలుగు-వెలుగు సంపాదకవర్గం శంకర నారాయణ పేర్కొనగా, ప్రసార సాధనాలలో, పత్రికలలో ఇటీవలి తెలుగు భాషతో హాల్ చల్ వంటి పదాలను ఉపయోగించటం సంకర భాషగా వక్తలు వర్ణించారు. పత్రికా రంగం నుంచి ఎలక్ట్రానిక్ మీడియాకు పాత్రికేయులు తరలి వెళ్తుండడం వల్ల సరియైన భాషా ప్రయోగం జరగలేదని అభిప్రాయపడ్డారు. కాగా రాష్ట్ర సమాచార శాఖా మంత్రి పొన్నాల లక్ష్మయ్య, యుజిసి అధికార భాషా సంఘం అధ్యక్షులు డాక్టర్ యార్లగడ్డ లక్ష్మీప్రసాద్ సదస్సులో వారిని పలకరించారు. పలకరింపులలో ఆంగ్ల పదాలు దొర్లినందుకు పదే పదే క్షమించమని కోరడం ఆకర్షించింది.

హైదరాబాద్ విశ్వవిద్యాలయం అనువర్తిత భాషా శాస్త్ర అనువాద అధ్యయనాల కేంద్రం పరిశోధక బృందం జి.ఉమామహేశ్వరరావు, కె.పరమేశ్వరి, క్రీస్టిఫర్, ఎన్.వి.శ్రీనివాసులు, అద్దంగి శ్రీనివాస్, బిందుమాధవి సదస్సులో మాట్లాడుతూ కేంద్ర, ప్రభుత్వ సమాచార, సాంకేతిక మంత్రిత్వ శాఖ ఆధ్వర్యంలో పెద్ద ఎత్తున తలపెట్టిన భారతీయ భాషల నుంచి భారతీయ భాషలకి యంత్రానువాదంలో అనేక విశ్వవిద్యాలయాలు, ఐఐఐఐలు పాలు పంచుకుంటున్నాయని తెలిపారు. ముఖ్యంగా తెలుగు-హిందీ, హిందీ-తెలుగు, తెలుగు-తమిళం, తమిళం-తెలుగు భాషలకి యంత్రానువాద సాధనాలను ఏ విధంగా సమకూర్చున్నది వారు వెల్లడించారు. ఈ సదస్సులో తెలుగు భాషా బోధనకి వెన్నుదన్నుగా నిలుస్తున్న ఆన్లైన్ తెలుగు లెర్నింగ్ సైట్లు, అంతర్జాల పిల్లల వత్రికల పై నాగార్జున విశ్వవిద్యాలయం పరిశోధకులు ఎమ్.సత్యన్నారాయణ, పి.వి.లక్ష్మణరావు ఆసక్తికరమైన అంశాలను వెల్లడించారు. తెలుగు వెబ్ సైట్ల ద్వారా భాషా వ్యాప్తి విస్తృతంగా జరుగుతుందని అభిప్రాయపడ్డారు.

సదస్సు తీర్మానాలు:

సదస్సు ముగింపు సభలో పలు తీర్మానాలను సభ్యులు ఏకగ్రీవంగా ఆమోదించారు.

- తృతీయ తెలుగు అంతర్జాల అంతర్జాతీయ సదస్సును 2013 సంవత్సరంలో ఆంధ్రప్రదేశ్ లోని విజయవాడ లో గల సిద్ధార్థ ఇంజనీరింగ్ కళాశాల ఆతిథ్యంలో నిర్వహించాలని నిర్ణయించారు.
- తెలుగు భాషా వ్యాప్తికి మొబైల్ ఫోన్ లలో తెలుగు సాఫ్ట్ వేర్ ను పొందుపరిచే విధంగా, సంక్షిప్త సమాచారం (ఎస్ఎమ్ఎస్) లను పంపేందుకు వీలుగా ఆంధ్రప్రదేశ్ లోని మొబైల్ ఫోన్ ల తయారీదారులతో ప్రత్యేక సమావేశాన్ని నిర్వహించాలని సదస్సు నిర్ణయించింది.
- అంతర్జాల లో తెలుగు వాడకాన్ని పెంచడానికి వీలుగా ఆంధ్రప్రదేశ్ లోని ప్రభుత్వ శాఖలలో సిబ్బందికి నూతనంగా ఆవిష్కరించిన తెలుగు ఖతులపై ప్రత్యేక శిక్షణ ఇవ్వాలని సదస్సు నిర్ణయించింది.
- రాష్ట్ర ప్రభుత్వ వెబ్ సైట్లన్నింటిని ఏడాది లోపల తెలుగులోకి మార్పు చేసే విధంగా చర్యలు తీసుకోవాలన్న నిర్ణయానికి సదస్సులో ఆమోదం లభించింది.

Secret of Maruti's Success

Chief Operating Officer S.Y Siddiqui

Maruti Suzuki India Limited Chief Operating Officer S.Y Siddiqui Visited GITAM University on 20th November 2012. He addressed the Management students and shared his ideas.

In his speech Mr.Siddiqui mentioned that after China, India, and Brazil are emerging as major economic powers offering plenty of opportunities to management students.

He said that as per projections Asia would propel the world economic growth in the next three to four years. As management students, he said one should be good at dealing with uncertainties such as economic growth, recession, economic boom, inflation, and upsizing/downsizing.

He said the fluctuating economic growth was a matter of concern with the growth rate hovering around 4.5 per cent to nine per cent. Despite demand upsurge, fuel price hike and inflation in past one year had made the situation unpredictable. Underlining the importance of alignment of business strategy to the global economy, he said the students should be well-versed with the volatile nature of the environment.

He said successful manager should have the ability for people-driven speed, responsiveness, agility and flexibility with

a paradigm shift in focus towards the technology and customer relationship.

Maruti Suzuki India Ltd has developed a model of paired (and shared) leadership which has been responsible for the success of the company all these years. This quality has enabled it to hold its own in spite of stiff competition from other players, according to Chief Operating Officer S.Y. Siddiqui. The key domains Maruti was having two top executives - one from India and one from Japan - to take critical decisions. "If the decision relates to the Indian market, or it has a bearing on the Indian market, the opinion of the Indian executive gets precedence. Otherwise, the Japanese has his or her say. It is usually a combined decision. It is never a solo performance," he told students.

GITAM University president M.V.V.S. Murthi urged Mr. Siddiqui to consider setting up a car manufacturing unit in the city. Vice-Chancellor G. Subrahmanyam explained how they were in expansion mode by introducing 110 courses through its three campuses at Visakhapatnam, Hyderabad, and Bangalore. Prof.K.Sivaramakrishna and others participated in the program.





GITAM University really doesn't make book worms and lab pests in its campus, here actually professionals are developed and that is why all-round development is given lots of emphasis. The University is fully equipped with all the facilities for curricular & co-curricular activities.

The University playground wore a festive look with colorful flags as GITAM Celebrated 4th Inter-collegiate Games & Sports Meet for Men and Women 2012-13 for Engineering, Management, International Business, Science, Pharmacy, Architecture and Law students. The Event was conducted during January and February 2013. The event was inaugurated by Vice-Chancellor Prof. G.Subrah-manyam. Prof.M.Potharaju, Registrar, GU, Prof.Lakshmi prasad,

ANNUAL SPORTS MEET

Principal, GIS, Prof.Y.Satyanarayana, Director, School of Law, Prof. K. Sivaramakrishna, Principal, GIM, Prof. P.Suresh, Principal, GIP, Prof. N.Lakshman Das, Principal, GIS and Mr. K.Rama-krishna Rao, Deputy Director, Physical Education Department, GU participated in the function.

The students gave a spectacular performance and many students won medals for their respective institutes.

GITAM Institute of Technology (GIT), Visakhapatnam won the overall games

championship for third time in a row in the fourth GITAM University inter-collegiate games and sports meet-2013 for men and women. GIT won 10 out of the 13 events held for men and women and runner-up in two events. GITAM Institute of Management was winner in two events and finished second in three events. GITAM School of International Business claimed one title, tennis in the last team event, when it beat GIT, Visakhapatnam 2-1 in the final. GITAM Dental College was the runner-up in four events, GIT, Hyderabad in three and School of Architecture in one.

GIT dominated the men's athletics too. P. Madhusudhan Reddy and V. Sadhana were declared individual champions. Sadhana and S. Saketh Reddy claimed the sprint double in women and men sections.





NATIONAL STOCK EXCHANGE SIGNING PACT WITH GITAM

The National Stock Exchange (NSE), Mumbai signed an MoU with GITAM University to offer specialization in Financial Markets for the students of MBA and BBM at GITAM Institute of Management for the admitted batch of 2013. NSE is the 11th largest stock exchanges in the world by market capitalization and largest in India by daily turnover and number of trades, for both equities and derivative trading.

The National Stock Exchange Financial Education Head G.S.Sharma and GITAM University Registrar Prof. M. Potha Raju exchanged the MoU in the presence of Vice-Chancellor Prof.G.Subrahmanyam and Senior Vice President Sri Arup Mukherjee. Also present on the occasion are Pro Vice-Chancellor Prof.D.Harinarayana, Institute of Management Principal Prof. K Siva Rama Krishna, Finance Department Head Dr. M S V Prasad and, Chairperson-Collaborations Mr. K P C Kishan.

NSE would provide curriculum, resource persons and conduct assessment. The successful students would get certification from NSC as part of the MBA and BBM program. The MoU would facilitate students to secure jobs in Financial markets as

Financial analysts and investment bankers in large MNCs and Indian organizations. In addition, the MOU will facilitate GIM to offer all the NSE certification programs in Financial Markets for general public. GIM is planning to offer these certifications in the weekends through their city office in Visakhapatnam. Resource persons from NSE would be delivering lectures through video Conferencing facility from Mumbai.

While addressing the University officials Mr.G.S.Sharma said that NSE is creating special modules and programs for Universities and also offering special software for students to develop the skill on financial markets. The NSE has taken the skill development program as a part of their CSR activity, he added.

Mr. Sharma said NSE was providing trained practical skills in stock markets with mock simulation software under 'Learn to Trade' programme. The software envisages 'learn anytime anywhere.' Only bona fide students will have the password to login to the nine modules offered for mock trading ■



GITAM DENTAL COLLEGE & HOSPITAL GRADUATION DAY



At a colorful ceremony 125 BDS students of 2007 and 2008 batch received graduation certificates at the seventh annual graduation day of GITAM Dental College & Hospital on 20th November 2012. The college located at Rushikonda is affiliated to Dr. NTR University of Health Sciences.

In his address Vice Chancellor of NITTE University, Mangalore, S. Ramananda Shetty said the country was facing a shortage of 14 lakh doctors affecting healthcare delivery system in the rural areas. He said NTR University of Health Sciences was responsible for promoting health education and praised GITAM management for providing good academic ambience to train youngsters. The doctors should also be socially responsible and undertake rural service, GITAM University president Dr. M.V.V.S. Murthi said. GITAM University Vice-Chancellor

Prof. G. Subrahmanyam briefed about the activities of the university. Principal GITAM Dental College and Hospital Dr. K. Gangadhara Prasad presented a report on dental education. Prof. Shetty presented Dr. M.V.V.S. Murthi endowment presidential medals to B.S.L. Jyothirmai and B. Prasanna Lakshmi for their academic performance in BDS.

GITAM University President Dr. M.V.V.S. Murthi advised the students to serve the rural people as a social responsibility. The dental college was ready to take up research projects in health care sector in coming years, he announced. GITAM University Vice-Chancellor Prof. G. Subrahmanyam briefed about the university. Principal of GITAM Dental College and Hospital Dr. K. Gangadhara Prasad presented a brief report ■

CLOUD SEEDING

Prof. T. Shivaji Rao

Director, Centre for Environmental Studies, GITAM University
& Expert Member Cloud Seeding Project of Government of A.P.

The key role played by a good water supply as an engine of economic growth and as a yard stick of public welfare and national prosperity has been well recognized by the intellectuals of the developed countries like USA who aptly named water as the "Blue Gold". The more the water wealth of a nation the higher will be the opportunities for achieving high rates of progress in the fields of agriculture production and industrial growth that help in promoting economic wealth, employment opportunities and higher standards of living. Hence the advanced countries are constantly upgrading their water resources by harnessing not only all the ground and surface waters but also by tapping a renewable, virtually unlimited and unexploited sky water resource in the atmosphere in the form of innumerable clouds. Enlightened scientists, bureaucrats, industrialists and statesmen in about 50 countries are frequently using cloud seeding operations for over 40 years for various purposes like



Cloud seeding is done to make some clouds to grow and give rain, and some clouds which give only about 10% to 20% of their water content as rainfall to increase the rainfall by seeding by 30 to 50% at a cost benefit ratio of 1:20 by using aeroplanes and 1:60 by using ground generators. Due to the heat from the Sun the water in the rivers, lakes and Oceans becomes water vapour.

As this hot moist water vapour in the air rises into the sky the temperature gets reduced at 7°C per km height in the sky, the water vapour condenses over smoke and dust particles to form cloud droplets of 20 microns in diameter [micron is a millionth of a meter] A million cloud droplets must join together to form a raindrop of 1mm size to fall over the earth as rainfall or snowfall

Rain Formation:

If a warm cloud does not contain sufficient number of giant size water drops or hygroscopic particles the cloud cannot give 10% to 20% of its moisture as rainfall. In cold clouds whose tops attain freezing level in the sky, insufficient number of ice-nuclei prevents the clouds from giving more than 20% of the water content as in the form of rainfall or snowfall.

How Cloud Seeding Helps?:

If warm clouds have to give more rain we have to inject into them chemicals like hygroscopic common salt or Calcium powder into such clouds We have to inject Silver Iodide particles into cold clouds which extend into the freezing zone for about 15km into the sky. The injection of seeding chemicals into the clouds causes them to produce additional rainfall upto 25 %

Why Cloud Seeding Is Unavoidable?:

In Modern Times Urbanization, industrialization and deforestation are increasing the environmental pollution and global warming which are preventing the clouds from giving the normal rainfall and consequently drinking water supply and agriculture production, hydro power generation and employment opportunities are adversely effected. Hence cloud seeding must be undertaken to supply more water to correct the above man made problems.

1. Increase of annual rainfall for drinking and agricultural purposes,
2. dispersal of fog in airports and metropolitan city roads
3. Increase of hydro-power generation at the cheapest cost
4. Suppression of hail storms to reduce damage to life, crops and properties
5. mitigation of devastating impacts of recurring droughts
6. mitigation of damaging impacts of global warming and summer temperatures
7. increase of annual rain fall for improving the forests, wildlife and the environment

Several progressive countries like USA, Australia, China, Thailand, European states, former states of USSR, Latin American states, Arab states, Indonesia and Pakistan are getting highly benefited by employing the advanced cloud seeding technologies for the above purposes.. Several Indian states interested in promoting economic growth, agriculture development and public welfare are eager to learn from the successful experiences of other countries like China and USA and adopt those technologies by making necessary modifications to suit the local meteorological, topographical, geographical and other environmental conditions.

What is scientific secret for warm clouds to produce about 25% additional rainfall?:

When hygroscopic chemicals like common salt are sprinkled into the warm clouds the water molecules with their negative oxygen ends interact with the positive sodium ions and the positive ends of hydrogen surround the negative chloride ions. Consequently the water molecules pull out sodium ions and chloride ions one by one from the salt crystal and in the process Giant Condensation Nuclei (GCN) of over 40 microns are formed. These Giant nuclei help to transform lakhs of smaller cloud drops into big rain drops of about 1 mm in size. Due to the chemical reaction heat is liberated within the cloud and consequently more moist air is sucked into the cloud that grows in its size and thereby rainfall is also increased. Depending upon the geographical, topographical and meteorological conditions the additional rain varies from 10% to 25% in a given area. Some warm clouds of about 1km height do not give rain and due to insufficient number of giant size nuclei (GCN) some larger clouds give only 10% to 20% of their water content as rain while the remaining water content dissipates as moisture into the atmosphere. Hence we have to inject optimum number of chemical nuclei to extract more water than what the clouds give in their natural course. See the following figure.

What is scientific secret for Cold clouds to produce by about 30% additional rainfall?:

At temperatures below freezing, the saturation vapour pressure of ice is less than that over a droplet of water. Water evaporates from droplet and deposits on ice. The water droplet dissipates while ice crystal grows into a snowflake. . Due to the chemical reaction heat is liberated within the cloud

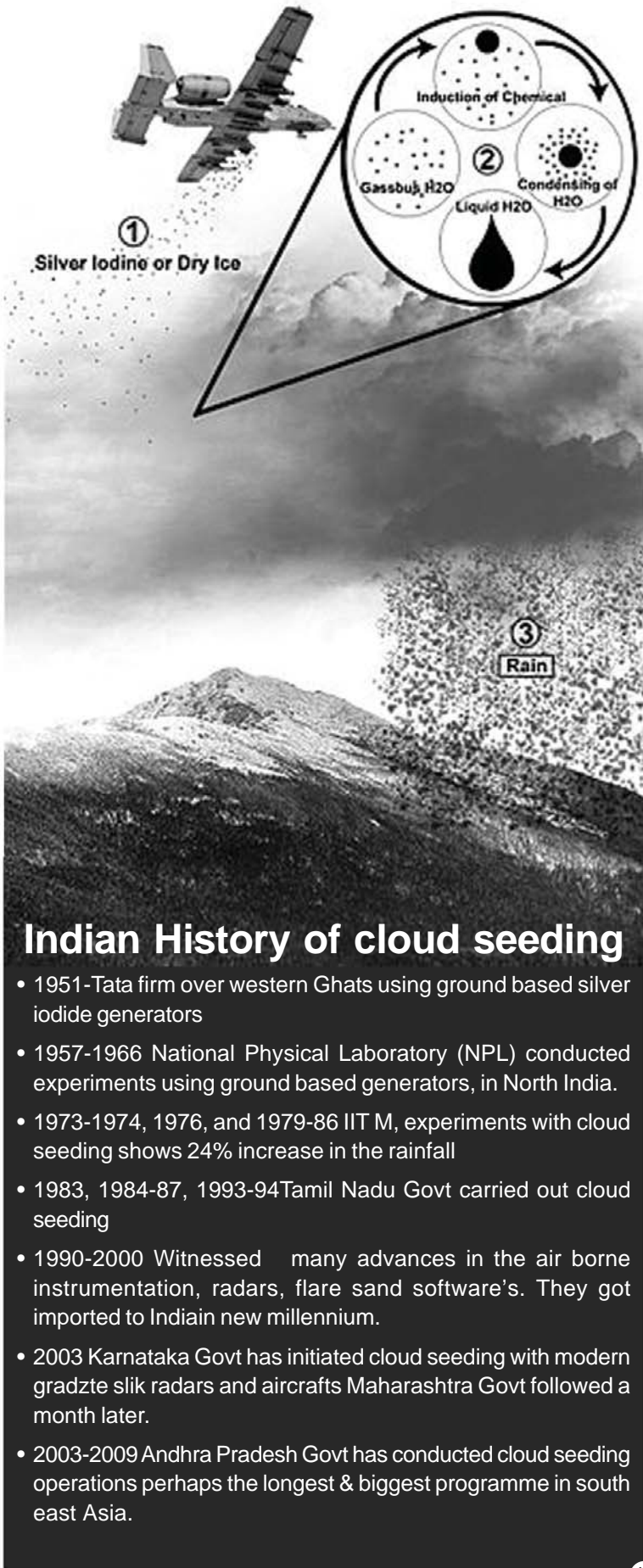
and consequently more moist air is sucked into the cloud that grows in its size and thereby rainfall is also increased.

Depending upon the geographical, topographical and meteorological conditions the additional rain varies from 15 to 30%. Due to insufficient number of ice nuclei some cold clouds do not give rain and some larger clouds give only 10% to 20% of their water content as rain while the remaining water content dissipates as moisture into the atmosphere. Hence we have to inject optimum number of ice nuclei or their equivalent nuclei in the form of silver iodide to extract more water than what the clouds give in their natural course.

Does cloud seeding promote the stealing of one region’s water by people of another region?

According to one expert ,the amount of moisture that falls “naturally” as rain at any point in the world is a very, very small fraction of the total amount of water (actually water vapor) that is moving over that point at any time. So if you cause more rain to fall from a thunderstorm through weather modification than what would fall normally, the additional amount of water vapor it removes would be insignificant and hard to detect. The churning in the atmosphere that occurs as the winds push it along would quickly replenish the water vapor that was removed. Thus there would be little or no discernable difference in available water vapor downwind from where the precipitation fell out. Also, you need to realize that the extra rain caused by cloud seeding is not removed from the system but rather moves back into the atmosphere through evaporation or transpiration from plants, and is then available to help produce more clouds down wind. This is part of the hydrological cycle, which is what drives most of the weather on this planet.





China Is World Leader In Cloud Seeding:

In China 37,000 technicians are employed to produce additional annual rainfall of about 60 billion cubic meters or about 1800 TMC (Thousand Million Cubic ft) which is equivalent to the annual river flow in Krishna River in South India. The cost benefit ratio is estimated at 1:29.

Cloud seeding is done in more than 40 countries like United States, Japan, China, Thailand, South Africa, Canada, Australia, Pakistan, Indonesia, Latin America, Arabian States, Russia etc., during the last 50 years. India must take up cloud seeding to fight the recurring droughts and also to resolve the interstate water disputes in the Cauvery, Krishna and other rivers and also to fight the damaging impacts of global warming.

Although several doubts have been raised by scientists in USA and other countries Chinese Meteorologists have researched and established that cloud seeding is not only highly scientific but is also a proven technology, if done on scientific lines.

Presently cloud seeding operations are proposed to be conducted by the state Governments of Karnataka, Tamil Nadu, Uttar Pradesh and other states due to the prevailing large scale water scarcity.

The hydro-power generation in Karnataka can be increased by augmenting water availability by squeezing the sky water by cloud seeding. The annual flows in all the rivers like Cauvery, Krishna, Penna and their tributaries can be increased by about 20% so that the additional rainfall can be used to resolve the inter-state river water disputes in South India.

Precipitation in India :

The summer monsoon from the South West starts from the equatorial belt and crosses over India in two distinct currents known as the Arabian sea branch and the Bay of Bengal branch. According to National Commission of Agriculture, during the 4 rainy monsoon months of June to September the Arabian branch carries moisture amounting to about 770 Mham (7700 BCM) and the Bay of Bengal branch, about 340 Mham (3400 BCM).

Of the monsoon moisture content about 25% to 30% precipitates in the form of rainfall. There is a substantial amount of moisture over the country during the remaining 8 months, contributing a precipitation of about 100 Mham (1000 BCM) a small part being snowfall. About 3000 rain gages are set up for recording the rainfall by the Indian Meteorological Department and the state Governments. The national annual average rainfall of about 120 cm provide annual precipitation of about 390 to 400 Mham (4000 BCM) including snowfall which is not yet fully recorded ■

Indian History of cloud seeding

- 1951-Tata firm over western Ghats using ground based silver iodide generators
- 1957-1966 National Physical Laboratory (NPL) conducted experiments using ground based generators, in North India.
- 1973-1974, 1976, and 1979-86 IIT M, experiments with cloud seeding shows 24% increase in the rainfall
- 1983, 1984-87, 1993-94 Tamil Nadu Govt carried out cloud seeding
- 1990-2000 Witnessed many advances in the air borne instrumentation, radars, flare sand software's. They got imported to India in new millennium.
- 2003 Karnataka Govt has initiated cloud seeding with modern gradztle slik radars and aircrafts Maharashtra Govt followed a month later.
- 2003-2009 Andhra Pradesh Govt has conducted cloud seeding operations perhaps the longest & biggest programme in south east Asia.



TED^x in GITAM

'Imagine. Ideate. Inspire' was the motto of TEDx GITAM University a series of talks by eminent speakers from India and abroad on diverse topics was conducted at GITAM University on 23rd February 2013. It is the first time that a TED event is being conducted in Visakhapatnam city. Each of the nine speakers had initiated change in their community, profession and were a motivation to all present. The speakers at the event were Joseph Radhik (famous wedding photographer) , Harrish Iyer (victim of child sexual abuse, survivor, animal rights activist and an environmentalist), Ojas Suniti Vinay (young theatre artist who spreads awareness about plight of North-East India), Vijay Bhaskar Reddy (agricultural entrepreneur) , Prasanna Kumar (Director, Centre for Policy Studies; former Rector and retired Professor of Politics, Andhra University), Anupama Hoskere (puppetry theatre innovator) , Mitchell B. London (President and CEO at Headroom Learning, a leading educational software company), Rakesh Reddy Dubbudu (RTI activist and founding partner of BHUMI, Hyderabad) and Baba Prasad (CEO of Vivekin Group).





SCHOOL OF LAW

AN ABODE OF LEGAL LEARNING

Enacting, enforcing and interpreting Law is a process of complex mechanism today. Hence the need for highly skilled legal professionals to establish a sound justice delivery system.

Legal education in any country should bear in mind both domestic needs and international relations. Universal brotherhood, International peace and mutual co-existence of the nations irrespective of their economic strength demands for a sound legal regime. It is in this context, the demand for quality legal education embedded with high degree of moral and ethical values has necessitated the emergence of law schools with international standards, focusing on interdisciplinary studies.

Law cannot be imparted in isolation of other disciplines, for a law graduate is expected to play the role of a defender of legal cause, an arbitrator, a judge in traditional sense, a conciliator, a manager of corporate body and an administrator in general.

Pror.N.R.Madhav Menon, a legal luminary who has dedicated himself to imparting holistic legal education in India, has become the pioneer in the establishment of the First National Law School in India in the year 1987. Thereafter, several law schools of national character with international standards have been established. Today, he heads the Menon Institute of Legal Advocacy Training (MILAT) which is striving for producing socially relevant lawyers, right thinking judges and compassionate bureaucrats.

The emergence of School of Law as one of the composite institutions of the most prestigious Gandhi Institute of Technology and Management, popular as GITAM is the realization of the dreams of Hon'ble President Dr. M.V.V.S.Murthi, who is himself an acknowledged lawyer.

The Law School is headed by Prof.Y.Satyanarayana, the Founder Vice-Chancellor of AP National Law University, who is an outstanding academician and most efficient administrator. The Law School is duly approved and recognized by the Bar Council of India and the University Grants Commission respectively.

The course structure and syllabi is being formulated and updated in co-ordination with the existing National law Universities at periodic meetings. We have recently formulated some policy guidelines to include principles of Science and Technology in the law curriculum. The School of Law GITAM University has successfully launched two courses namely B.A., LL.B and B.B.A., LL.B, both being 5 year integrated honors courses from the academic year 2012-13. The school has on its rolls very reputed teachers with 15 to 30 years of experience in teaching and research.

The State-of the-art infrastructure includes a unique Moot-Court Hall which dominates the real court, ICT based modern classrooms, a super computer with E-library. The wealth of legal literature available in the school of law consists of Harward Law reports, Halsbury law reports, All England law reports, Company law volumes by Palmer, reference books authored by outstanding social science scholars and a number of refereed journals, both national and international, besides standard reporting of Supreme Court, High Court and Tribunal judgments.

Inauguration

Supreme Court Judge Justice Jasti Chalmeswar inaugurated the GITAM University School of Law in Visakhapatnam Campus.

President of GITAM University Dr. MVVS Murthi, who chaired the meeting, said that the School of Law was established after consideration of several requests from legal experts. He promised that the new Law School would produce highly qualified legal professionals to serve the society. He said the university was committed to preparing lawyers to be ready to accept personal moral responsibility for the consequences of their professional conduct, making them weigh the values at issue ensuring equitable access to legal services to all and greater public accountability for professional regulation.

While inaugurating the Law School honorable Supreme Court Judge Jasti Chalmeswar said that Judiciary in the country needs law-makers with a deep understanding of problems of the society. The Indian legal education must produce highly knowledgeable law-makers to serve the nation well. Justice Chalmeswar appreciated the GITAM University for starting legal education on par with other professional courses.

Andhra Pradesh High Court Judge Justice Goda Raghuram suggested that the University change the legal learning system taking into account the perceptions of the youth. He complimented the University for creating world-class facilities to legal learners. Justice G Bhavani Prasad of the AP High Court said the judiciary in the country always remained committed to values. He stressed the need for a value-based legal education in the country. Former Judge of AP High Court Tamada Gopalakrishna appreciated GITAM University for according priority to legal education with world-class infrastructure.

Vice-Chancellor Prof. G Subrahmanyam, GITAM School of Law Director Prof. Y Satyanarayana and Damodaram Sanjivayya National Law University Chancellor ALakshminath were present.



Science Expo-2013

Science Expo 2013 conducted on the occasion of 27th National Science Day in GITAM Institute of Science, GITAM University from 28th February to 2nd March 2013.

About 200 exhibits were on display showing the innovative talents of the students of physical sciences, life sciences, computer science and inter-disciplinary areas of science. The prominent among them are models explaining the Big Bang theory (for the discovery of God's particle, Higgs boson) Bio Medical applications of Nano Science and Technology, the model of Mars Curiosity rover which was sent by NASA for experiments on Mars, latest applications of embedded electronics, hydraulic lift, applications of natural products, cancer biology, bioluminescence, artificial retina, seri-biotechnology, stem cell engineering, agricultural, environmental applications of microbiology, nano applications in food, antioxidant foods, renewable energy sources, the concept of green building, endangered owls in Aruku area, automatic traffic signal controls, brain imaging of advance indications of epilepsy etc. Students of GITAM Institute of Technology and local degree college students have also displayed the exhibits.



Jawaharlal Nehru University, New Delhi senior Professor Arun K Attri attended as chief guest and inaugurated the Science Expo-2013. Amritsar Gurunanak Dev University Prof. Dalit Singh Arora attended as guest of honour. Dr. M.V.V.S. Murthi, President, GITAM University expressed his utmost satisfaction on the sparking ideas of science students of various disciplines. Vice-Chancellor Prof. G. Subrahmanyam, Pro Vice-Chancellor Prof. D. Harinarayana, Institute of Science Principal Prof. N. Lakshmana Das, UGC Affairs Director Prof. Ch. Rama Krishna, and Prof. Ramana, Dean of Life Sciences, GIS and others participated in the event.





CDL SECOND GRADUATION DAY



GITAM Centre for Distance Learning (CDL) of GITAM University celebrated second graduation day on 20th April 2013 at GITAM University campus. Sri.R.P.Sisodia, Joint Secretary for Union Ministry of Human Resource Development attended as chief guest and presented graduation certificates to the students. About 250 learners who completed their post graduation, under graduation and postgraduate diploma programs received their degrees on the occasion. The university also presented gold medals to students, which is first of its kind in the history of distance learning programs. The chief guest gave away certificates to students and gold medals to toppers. Zaibunnisa topped MBA (General), Deepika Divya Kadiri topped MBA (HRM), Sanjay Kumar Koppada bagged gold medal in MA English and Varalakshmi Chukka, the gold medal in MA Economics.



While delivering the graduation address R.P..Sisodia observed that learning is a lifelong endeavour and should not be limited to acquisition of degrees. This is an era of blended learning where the students are processing information from classroom, text books and from other sources, including the Internet, he said. Education was looking beyond mere memorisation of information and the conventional silos were fast disappearing with increasing access to information, he added.



Students of distance education put in as much effort, if not more, as regular college going students, but they face discrimination when it comes to employment, President of GITAM University Dr. M.V.V.S. Murthi said. Those, who qualify under distance education, are looked down upon and their degree carries the tag 'distance education', he said calling upon the employers to treat them on par. He urged the government to declare a policy treating them on par. Calling for a greater interaction between the industry and academic world, Dr. Murthi said there was a need for the industry to support education and research.

Vice-Chancellor of GITAM University Prof.G Subrahmanyam explained the features of the Centre for Distance Learning of the university and said the Centre had a multi-modal approach to education and the students could also attend classes online and or recorded lectures. Director of CDE and Pro-Vice-Chancellor Prof. D Harinarayana spoke on the activities of the Centre. GITAM CDL Joint Director Dr.T.Srinivas, Dr.Chandrasekhar and others participated in the program ■



International Relations

GITAM TEAM VISITED NUS FOR ACADEMIC TIEUPS

Globalization is changing the way we perceive the role of a university and its place within the scheme of things. Significantly, it is allowing students to think and look beyond India. But our youth must be able to access global education to rightfully take their place in the emerging new world order. This vision is what drives GU and explains why the University entered into several international collaborations with leading universities of the world such as West Virginia University (USA), University of Glasgow, SUNY (B), Central Michigan University, University of Nebraska, Burgundy School of Business, Southern Polytechnic State University, etc. The University also has tie-ups with several multinational corporations – IBM, Ericsson, Oracle, Intelli Group, TCS, HCL, WIPRO – to impart training in IT skills to the students at the University campus. Faculty and student exchange programs enhance and broaden the horizons of both the teachers and students. The aim of GU from the beginning has been to offer courses and curriculum in consonance with emerging global requirements and standards, and conducting research in globally relevant thrust areas and promote global interaction.

To strengthen the academic relations with world reputed universities GITAM University deputed a three member team during first week of January to National University of Singapore (NUS). The NUS is in 25th position in world ranking. GITAM University team consisting of Registrar Prof.M.Potharaju, UGC Affairs Director Prof.Ch.Ramakrishna and Nanotechnology researcher Prof.M.Sarathchandra babu visited various research departments in NUS and discussed the possible collaborations. GITAM team briefed about the ongoing research projects and R&D activities to NUS scientists. According to the University Registrar Prof.M.Potharaju NUS is doing extensive research in the fields of Nano Science and technology, Mechanobiology, Environmental biology, Heat transfer technologies in Mechanical Engineering and Civil Engineering. While briefing their observations to the faculty members the University, Registrar informed that the NUS scientists have shown interest to come to Visakhapatnam and interact with GITAM faculty members. The Registrar said that the NUS scientists will participate in guest lectures and seminars to be organized by the university.

National University of Singapore





BOWLING GREEN STATE UNIVERSITY TEAM VISIT

Prof. Venu Dasigi and Jenifer Chambers, Director of Education Abroad & International Partnerships, Bowling Green State University, USA visited GITAM University in March 2013. They interacted with Vice-Chancellor Prof. G. Subrahmanyam, Registrar Prof. M. Potharaju, Institute of Technology Principal Prof. K. Lakshmi Prasad, Institute of Management Principal Prof. K. Sivarama Krishna, Institute of Science Principal Prof. N. Lakshmanadas and others participated in the interaction. BGSU is a public university located in Bowling Green, Ohio, United States. Bowling Green State University offers more than 200 undergraduate majors and confers degrees. BGSU has shown interest to sign MoU with GITAM University for academic tie ups.

GERMANY PROFESSORS VISITED GIS

Dr. Wolfgang Gossel, Martin Luther University Halle, Institute of Geosciences, Halle/Saale Germany interacted with faculty and research students of GITAM Institute of Science on 14th February 2013 and delivered a lecture on "Hydrogeological investigations of saltwater intrusions-Case studies from North Africa, Mexico. They expressed their willingness to work with GITAM University particularly on hydrological investigations. Prof. G. Subrahmanyam, Vice-Chancellor, GITAM University, Prof. N. Lakshmana Das, Principal, GITAM Institute of Science and Prof. Ch. Ramakrishna, Director, UGC Affairs participated in the meeting.



EXPERT FROM WESTERN UNIVERSITY OF HEALTH SCIENCES, USA

Studies have reported positive association between periodontal diseases and cardiovascular diseases, chief of cardiovascular disease, Western University of Health Sciences, USA, Radha J. Sarma said. Delivering a special lecture at GITAM Dental College on 3rd January 2013, she urged the doctors to understand the relationship between periodontitis and cardiovascular risk in patients with diabetes. The bacteria causing periodontal disease enters the blood stream and causes inflammation and narrowing of arteries and Periodontitis is known to increase the risk of insulin resistance. The doctor advocated opening of multi-disciplinary clinics that would not only help patients but also be better for teaching the medical students and allied health professionals. The doctor was felicitated by President of GITAM University Dr. M.V.V.S. Murthi, Vice-Chancellor G. Subrahmanyam, GITAM chief medical officer Dr. C.V. Rao, GITAM Dental College & Hospital principal Dr. K. Gangadhara Prasad, Dr. Ravishankar and others participated in the program.

UK NEUROSCIENCE EXPERT VISIT

Mr. Piotr P. Graczyk, Chemistry Group Leader, Neuroscience, Eisai Knowledge Centre, UK visited GITAM University on 13th February 2013 and interacted with the faculty. He expressed his wish to take up joint research program with GITAM University in the fields of chemistry and pharmaceutical science.





Social Service

The National Service Scheme (NSS) is an Indian Government –sponsored public service program conducted by the Department of Youth Affairs and Sports of the Government of India. Popularly known as NSS, the scheme was launched in Gandhiji's Centenary year, 1969. Aimed at developing student's personality through community service, NSS is a voluntary association of young people in Colleges, Universities and at +2 level working for a campus-community linkage. The cardinal principle of the NSS program is that it is organized by the students themselves, and both students and teachers through their combined participation in community service, get a sense of involvement in the tasks of nation building.

Andhra Pradesh State NSS Cell, Higher Education Department, Government of Andhra Pradesh sanctioned 10 NSS Units of 100 NSS volunteers each to GITAM University. The National Service Scheme (NSS) units of GITAM University inculcate the social welfare thoughts in the students, and to provide service to the society without any prejudice.

As part of NSS, special camps in the adopted villages (China Rushikonda, Peda Rushikonda, Endada, Sagar Nagar, Peda Waltair etc.), were conducted during January to March 2013. A significant number of 700 NSS volunteers participated in these camps. Programs like clean & green, plantation, eye and dental camps, Social and economical data collection, awareness programs on road accidents, were organized. The volunteers who are studying engineering program in GITAM University conducted computer literacy programs in local government schools.

Around 80 school dropout children were identified and brought back to schools by NSS volunteers. The volunteers also participated in pulspolio program organized by the State Government and encouraged the public.

Prof.G.Subrahmanyam, Vice-Chancellor, GU, Prof.M.Potharaju, Registrar, GU, Prof.K.LakshmiPrasad, Principal, GIT, Prof.P.V.Nageswara Rao, Co-Ordinator, NSS Unit, GU, Prof.K.Veerabhadram, Director, Student Affairs and NSS program Officers participated in the programs ■



LIFE SAVERS



Every day, hundreds of people in India require blood for a transfusion, a surgery or some medical procedure. In many cases, especially open heart surgery, there is need for fresh blood and therefore a need for donors. Blood is the part of life that is given to those who need it by those who have the resource to satisfy the need. The love of fellow human and a desire to share something of oneself is what singles out a blood donor from the others. Emergencies occur every minute. For each patient requiring blood, it is an emergency and the patients could have set back if blood is not available.

Almost 47% of the blood collected in India is through replacement donors - those who give blood only when it is required by his family or friends. Voluntary donation is yet to pick up. The 450 ml of blood donated is regenerated by the body within two-three days. One unit of blood is 450ml, and half a litre of donated blood can help save three lives. Experts say if 1% to 3% of a country's population donate blood, it would be sufficient for the country's needs.

750 students donated blood

In view of rising demand for blood, GITAM Dental College and Hospital organized a special blood donation camp on its premises on 01-02-2013 as part of the University's social responsibility. The program received a very good response as many students turned up for the purpose. About 750 students, including NSS volunteers came forward for donating blood. GITAM Dental Hospital and College aims to cooperate with healthcare organizations to help meet the continuous need for blood supplies at hospitals, and blood banks. The University is keen on fulfilling its commitment to the community in all aspects of life including healthcare.

Visakhapatnam City Police Commissioner B.Shivadhar Reddy inaugurated the camp at GITAM Dental College. Dr.M.V.V.S.Murhti, President, GITAM, Prof. G.Subrahmanyam, Vice-Chancellor, KGH Superintendent Dr. M.Madhusudhan Babu, Former Principal of Andhra Medical College Dr.K.Venugopalarao, GITAM University, Dr. K.Gangadhara Prasad, Principal, GITAM Dental College & Hospital participated in the inaugural session and appreciated the students ■



FOCUS ON QUALITY EDUCATION: BIHAR GOVERNER



India, as a democracy, has tended to focus on quantity and not quality, Governor of Bihar Devanand Konwar has said. Addressing the students of GITAM University 18th January 2013 he underscored the need to focus on standards in all aspects of governance, including welfare schemes. Referring to establishment of a university in every district, he asked whether it was need-based or greed-based. “Out of 640 universities in India, not one university has either produced a Nobel laureate or has a laureate on its rolls as faculty,” he said, and pointed out that the Massachusetts Institute of Technology in the U.S. has 42 Nobel laureates as faculty. “There is a problem in the manner we are functioning. We must have the capacity to learn from our mistakes and make midcourse corrections,” he said. “We need to understand where we are going wrong, how we are going wrong, and make a course correction,” he emphasised. “If China has been able to become a superpower, it is only because it was able to make a course correction. The former Soviet Union, which did not wish to learn from its mistakes, has fallen by the wayside of history,” he pointed out. “The form of government is not important. What is important is to deliver services to people. People have to be happy or the government does not matter.”

Earlier, Judge of the AP High Court Justice Nooti Rama Mohana Rao said that our policymakers must be ready to learn from mistakes and change. He underscored the need for promoting enterprises that bridged the rural-urban divide. Referring to the recent public turnout in protest against acts of barbarism, he said, “Today, people are unwilling to tolerate injustice.”

Dr.M.V.V.S.Murthi, President, GITAM University felicitated the guests. Vice-Chancellor Prof.G. Subrahmanyam and Dean of GITAM School of Management Prof.K.Sivaramakrishna participated in the program ■

NEED FOR GOOD HR MANAGERS: Prof. T.V.RAO



India is a country with phenomenal amounts of talent but the talent is not being extracted from employees effectively, opines Prof. T.V Rao Chairman of T.V Rao Learning Systems (TVRLS), a consultancy firm. Prof Rao was a professor at IIM-A for 20 years and in his career has made numerous innovative contributions to Human Resource Development in the country. He conducted a training programme for the faculty of GITAM Institute of Management (GIM), GITAM University as well as members of the industry. GIM is using Prof. Rao's help to upgrade the syllabus of the MHRM course that the University offers. Prof Rao says there is a need to look at the curriculum in schools so that HRD can be taught at the school level effectively. “We need to use the *Amar Chitra Katha* model to teach students. If inspiring stories about successful entrepreneurs find their way into textbooks, then students at a young age will be motivated to bring out the best in themselves,” he opines. He says an HR department in any organisation is effective only if it can discover talent and further nurture the talent. Not every employee in an organisation is the same and it is the job of the HR department to understand the environment and make it conducive for every employee to function at his or her optimum. Truth, transparency and teamwork are the framework of any organisation, he says and has popularised a 360 degree feedback methodology. The system is an alternative to the traditional performance appraisal. For those looking for a career in HR, Prof. Rao says there are immense opportunities as no organisation can run without a finance department and a HR department. Prof. Rao is also the author of many books on his subject and is well known for his expertise in behavioural science, HR auditing, competency mapping, psychometric testing, talent discovery and development.

Dr.M.V.V.S.Murthi, President, GITAM University felicitated the guest in a function ■

Dr.Bhujanga Rao Endowment Lecture



GITAM University instituted Dr.V.Bhujanga Rao Endowment Lecture by creating a corpus fund donated jointly by the Department of Mechanical Engineering Department and the Condition Monitoring Society of India. Dr.V.Bhujanga Rao is former Director, NSTL and the present Distinguished Scientist and Chief Controller, R&D(HR), DRDO, New Delhi, who has contributed immensely for the advancement of research in defense technologies. GITAM University considers it a privilege and a tribute to Institute an Endowment Lecture in honor of this great son of India who has immensely contributed to the advancement of research in defense technologies. Dr.V.Ramamurhti, retired Professor of Applied Mechanics Department from IIT Madras delivered Dr.V.Bhujanga Rao Endowment Lecture on "Condition Monitoring - Indian Scenario" on 29th January 2013. Prof.Ramamurhti was associated with NASA Lewis Research Centre, Cleveland, USA. For nearly 40 years he has been a retainer consultant to Process, Heavy Engineering, Automobile and power sectors. Prof.G.Subrahmanyam, Vice-Chancellor, GU felicitated the speaker in the presence of Dr.V.Bhujanga Rao.

TRendys-2012 in GITAM

GITAM University Biochemistry Department hosted a national level conference "TRendys-2012" on 14th December 2012. DR.S.R.Rao, Advisor, Department of Biotechnology, Government of India attended as chief guest and inaugurated the program. In his speech he said that the market size of India's biotechnology industry is growing at 21 percent a year and has reached 5 billion US dollars at present and is expected to reach 15 billion dollars by 2020. He said that the Biotech Regulatory Authority of India bill is pending in Parliament and once it is passed the issues involved with GM varieties would be taken care of. Prof.D.Harinarayana, Prof.Ch.Ramakrishna, Prof.K.Subba Rao of JNU, Prof.T.Ramasarma, Prof.M.S.Pyla, Prof.N.Lakshmandas, Prof.Ramana and Prof.Rajagopal and others participated in the program.

IHPA 49th Annual Conference

GITAM University hosted Indian Hospital Pharmacists Association (IHPA) 49th Annual Conference from February 28th to 1st March 2013 at GITAM Institute of Pharmacy. IHPA organizes the annual conference every year in different parts of the country. The Indian Hospital Pharmacists Association (IHPA), a national professional body of hospital pharmacists engaged in the practice of pharmacy, was formed on 29th December, 1963. The 49th annual conference is aimed at emphasizing the urgent need to achieve excellence in Pharmacy practice in India at par with global standards so as to give the desired facelift to the profession of Pharmacy. The objective of the conference is to focus on the various facets of the emerging trends of pharmacy practice in India to generate national awareness for the role of pharmacist in the recent trends of health care in general and pharmaceutical care in particular.



Pharmacy Council of India (PCI) President Prof.B.Suresh attended as chief guest and inaugurated the conference. A.P.Medical Services & Infrastructure Development Corporation General Manager Ravi Uday Bhaskar, Hospira Health Care India Executive Director K.V.Raju, IPA Vice-President Dr.R.N.Gupta, Sparsha Pharma International Chief Technology Officer Noriyuki Kuzumaki, IHPA Secretary Pankaj Bector, Conference Convenor Prof.P.Suresh and others participated in the program.





GANAM

TEXAS CHAPTER INAUGURATED

GITAM Alumni Association of North America Texas Chapter was inaugurated in the year 2011 in Addison City, Andhra Pradesh IT and Endowments Minister Sri Ponnala Lakshmaiah attended as chief guest. He Complemented GITAM as a center of higher learning with impressive record in campus recruitments. He stated that TCS alone had recruited 650 students from GITAM. He also said that among 3 software professional in US one is Indian while one in three Indian Software Professionals is from Andhra Pradesh. The Minister also inaugurated the GANAM Texas Chapter website. The Minister was felicitated by Dr.MVSMurthi, President, GITAM University.

Dr.MVSMurthi was felicitated by GANAM Texas chapter executive committee members Sri Vidya Sagar, Sri Narasimha, Sri Prasada Reddy and Sri Vikranth. Replying to the felicitation Dr.Murthi appealed to the GITAM Alumni of USA to be American while they are in America as locals had accepted them we should be reciprocated. He complimented GITAM NRIs in bringing India closer to America.

The TANA President , Sri. Thotakura Prasad described GITAM University as one of the best University in India with standards equal to American Universities. He said GITAM University made a record with planting 50,000 trees making the University green and environmentally best. The GITAM Alumni also felicitated Sri. V.Basavapunnayya and Dr.SN.Bakshi for their contributions to the telugu people. The Tech Dynamics , Dallas Managing Director Sri.Narasimha welcomed the gathering and Sri Balki Chamkura compered for the event. The Convener of the GANAM Texas Chapter Sri .Vidya Sagar proposed vote of thanks.

