



The Organization of the Future, and it's Impact on IT: Cloud computing, mobile, bring your own device (BYOD) ... all of these trends are quickly becoming the new normal in business. And whether IT likes it or not, it's here to stay. So how can you embrace this business agility while still recognizing the needs and importance of IT? In this paper at <http://goo.gl/S111a> Diversity Limited's Ben Kepes discusses the changing organizational landscape, including: How economic and technological changes have impacted business; The democratization of technology, and the opportunities and challenges this causes for business and IT; and Trends that will impact the future of business, and how business and IT can learn to strike a balance. See where the future of business and IT is headed—and make sure your organization is ready to face it head on.

The legal and commercial risks and issues to consider when managing emails: Email has become an important tool in the preparation of legal advice and has replaced documentation as the primary method of delivering that advice. But growing e-discovery, compliance and knowledge management requirements mean that organisations must be more vigilant in demonstrating control than ever before. This Mimecast white paper at <http://goo.gl/Qyl7F> looks at the problems of email management and how to address and understand regulatory requirements, legal risks and laws, and how to implement the right email management policy.

Google Apps v. Office 365 summary: Which is better?: In this post, the author Ian Hardenburgh, who over a period, in a series of posts had compared Google Apps and Office 365 on a number of feature groups, such as basic productivity applications, e-mail and messaging, calendar, content and document management, and apps and professional services marketplace line of products has provided the wrap-up segment and presented a single consolidated comparison chart (see link to an Excel-based chart). More info at <http://goo.gl/pVa9y>

10 considerations for BYOD cost/benefit analysis: The most difficult element of the whole Bring Your Own Device (BYOD) movement is determining whether it will save your organization money. There's no guaranteed formula for assessing the costs versus benefits of BYOD for an organization -- BYOD is far from a one-size-fits-all initiative. But all organizations contemplating BYOD should do a thorough, upfront cost/benefit analysis. This post presents a list of 10 things to be kept in mind when you prepare to conduct a BYOD cost/benefit analysis for your organization. More at <http://goo.gl/tDkwp>

What Is Crowdfunding And How Does It Benefit The Economy: With the passing of President Obama's JOBS Act this past April, the word of the day seems to be crowdfunding. While this concept has arguably been around for centuries, it is still formally recognized as a new industry to many consumers, particularly those outside the United States. Crowdfunding is by definition, "the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet." For details on the post and video to get a clearer idea of the step by step process of crowdfunding, visit <http://goo.gl/8SXin>

Scientists use 3-D printing to help grow an ear: Printing out body parts? Cornell University researchers showed it's possible by creating a replacement ear using a 3-D printer and injections of living cells. Read the story at <http://goo.gl/KgCj3>

Video: India 3.0 IT And Education: CNBC's Shruti Rajkumar explores how new social initiatives with ICT and education are changing the way education is becoming possible. From "hole in the wall" that is primarily an experiment spread across 500 screen sites in a few countries to 3 million OLPCs to several million Pratham beneficiaries and the teacher education focus of Microsoft and Intel, the program outlines how these programs fare. OLPC is clearly a standout program among them. As Satish Jha says, OLPC tries to treat the cancer of ignorance. Almost every other program gives these cancer of ignorance patients some aspirin instead! Watch this 27 minute video at <http://goo.gl/KmTVW>

Internet freedom in a world of states: In the wake of last year's defeat of the controversial ACTA (Anti-Counterfeiting Trade Agreement) treaty in Europe and of the SOPA (Stop Online Piracy Act) and PIPA (Protect IP Act) bills in the United States, both of which called on intermediaries to police consumers' use of the Internet, digital rights activists in the West have naturally gained a heightened sensitivity to their governments intruding on Internet freedoms. Read the full post at <http://goo.gl/cXAK1>

What ails India inc's executives?: Anecdotal evidence suggests, surveys confirm: the Indian corporate executive - putting in long hours and leading a sedentary life -- is at acute medical risk. Labonita Ghosh gives the lowdown on seven medical conditions that are afflicting increasing numbers in India Inc, who is typically under risk and what they can do to combat it. More at <http://goo.gl/ZQyLU>

Inspiring interview with Dr. Vinton G Cerf, Father of Internet: On 1st Jan 2013, the world celebrated the 30th anniversary of modern Internet. Dr. Vinton G Cerf and his team dedicated the TCP/IP protocol to the world, bringing a new era of Internet and world wide web, which revolutionised the communication of the world. On 23rd Jan 2013, PodUniversal recorded an exclusive interview with Dr. Vinton G Cerf, who is considered as 'Father of Internet' on various aspects. Listen to his 10 min. inspiring interview at <http://youtu.be/V6VOAAQEyE0>

eBook: Definitive Guide to Next-Generation Threat Protection: In recent years, enterprises and government agencies have fallen prey to a myriad of successful cyber-attacks of unprecedented sophistication and reach. Despite spending over \$20 billion annually on traditional security defenses, organizations find themselves battling a new generation of cyber-attacks, such as advanced malware and advanced persistent threats (APTs), that are dynamic and stealthy and extremely successful at compromising today's networks. If there's any chance of preventing these motivated adversaries from attacking our systems, stealing our data, and harming our critical infrastructure, we've got to think differently. We must realize the limitations of traditional signature-based defenses and leverage new technology to uncover and stop today's new breed of cyber-attacks. Fortunately, there is a solution. Introducing next-generation threat protection (NGTP), an innovative new network security platform proven to help win the war against next-generation threats. If you're charged with securing your organization's network, this is one book you simply can't afford to miss. Download it from <http://goo.gl/GWaEc>

Apple fan launches new blog, YouTube channel: An Apple fanboy has launched a new YouTube channel and a blog called 'Every Steve Jobs Video', which is said to be the largest archive of Steve Jobs videos on the web. The videos are presented in chronological order and start with a clip of Jobs prepping for what may be his first television appearance, in which he says 'I'm definitely ill actually, and ready to throw up at any moment'. The videos also show the launch of the Macintosh, including the famous 1984 video and Jobs making fun of IBM; and the launch of the Think Different campaign. It also includes some amusing compilations including Steve Jobs' Funniest Moments and Every 'One More Thing' Moment, all 31 of them. Visit <http://www.youtube.com/user/everystevejobsvideo>

Virtual learning spaces: Clarify your doubts, view digital dissections, videos of experiments and listen to lectures by experts from around the world on the social media... Learning could be fun this way. The Internet has thrown open a whole new world of information access and it's not just the regular educational sites we're talking about. Even those platforms assumed to be of a frivolous, social nature are now being seen as powerful tools of education. Who would have thought Facebook, Twitter and YouTube would help you score extra in your tests? "If anything, it (social media) just opens up another channel of communication from students to teachers," comments a person on a website. Not just a channel but numerous and simultaneous channels that connect you to several material at one shot. Here's a look at the social media spaces that are underestimated educational tools. More at <http://goo.gl/3BuLi>

7 Innovative Solutions to CAPTCHA User Attention: Among the many solutions that Web workers have devised to improve security measures, as well as the user experience on their sites, is the CAPTCHA (or Completely Automated Public Turing test to tell Computers and Humans Apart), a solution that presents a challenge response test to users that ensures the "person" trying to access the site is actually a human, and not just an annoying spam bot. Unfortunately, while these solutions can be useful in theory, they are often more problematic when they're actually implemented. Not only can they be cumbersome, difficult to read and a generally unwanted hassle for users, but they're not even foolproof, as bots can use optical character recognition (OCR) software to crack the CAPTCHA code. As a result, developers have had to get creative with their CAPTCHAs, resulting in an improved experience for many users. This post presents six of the more interesting, innovative and just plain useful CAPTCHA solutions available today. More at <http://goo.gl/Fe7p1>

Webinar: Information Optimization and the Disruptive Power of Big Data: This webinar, presented by Chris Selland, VP of Market Development, HP Vertica, explains the Big Data revolution—what it is, what opportunities it creates, and what challenges exist. It explains why having a conversation with your data is a fundamentally different way to extract business insight and how Big Data analytics—and HP's Information Management solutions—help you do just that. Enterprises have the opportunity to harvest and strategically utilize Big Data to improve market knowledge, enhance competitiveness, and transform their operations and their business model. It's a disruptive change for business, and enterprises that learn to use Big Data for business advantage will thrive in the era ahead, while those that do not, will find themselves outpaced by more nimble competitors and risk extinction. Watch this 44 min webinar at <http://goo.gl/STtIG>

Video: Insight Into Depression – Sadhguru (11 min 30 secs) In this discourse "Insight Into Depression", Sadhguru explains that in most cases of depression a person is simply generating intense thoughts and emotions that are working against them and that in many ways, 70% of all illnesses are self-created. Watch it at <http://goo.gl/EIy9X>

Evaluating Agile and Scrum with Other Software Methodologies: In general selecting a software development methodology has more in common with joining a cult than it does with making a technical decision. Many companies do not even attempt to evaluate methods, but merely adopt the most popular, which today constitute the many faces of agile. This article uses several standard metrics including function points, defect removal efficiency (DRE), Cost of Quality (COQ), and Total Cost of Ownership (TCO) to compare a sample of contemporary software development methods. More at <http://goo.gl/Wdwaq>

Priming Kanban: Kanban represents a unique way of catalyzing the application of Lean product development principles to software development, maintenance and operations. Being a method for driving change Kanban does not prescribe specific roles, practices or ceremonies but instead offers a series of principles to optimize value and flow in your software delivery system. As such, Kanban's focus on context and adaptability has made it increasingly popular for teams working in contexts where traditional Agile methods are not an easy fit and mature Agile teams looking for ways to further optimize their development process. This mini-book offers an easy to follow 10 step guide to taking the initial plunge and start using Lean principles to optimizing value and flow in your system. Download the book from <http://goo.gl/QAePx>

Top 40 CRM Vendor report: by Business-Software.com is intended to be used as a guide to help end-users in their vendor selection process. Given the wide array of CRM vendors currently in the marketplace, Business-Software.com helps users navigate this universe by categorizing the top CRM 40 vendors by functionality, delivery model, customer focus, and other criteria. In addition to including an “at-a-glance” matrix that compares the top 40 CRM vendors and vendor category lists, Business-Software also presents high-level summaries for each of these vendors to help end-users identify which best meet their specific business requirements. Download it from <http://goo.gl/Kyxth>

Researchers achieve breakthrough in spin storage: An international team of researchers affiliated with Göttingen University has found a way to store vast amounts of data -- up to one petabyte (1,000 terabytes or one million gigabytes) -- per square inch. Using information stored in the spin of an electron, the scientists succeeded in storing the information in an organic molecule and reading it at a temperature close to room temperature. Story at <http://goo.gl/qqSDj>

The CS Cloud Computing Special Technical Community (CS CCSTC): This STC focuses on cloud activities across the IEEE Computer Society, involving both CS members and nonmembers. The STC’s work is complimentary to the IEEE Cloud Computing Initiative (IEEE CCI), a three-year project to promote cloud efforts across IEEE. For details or to join the STC, visit <http://computer.org/cc>

Video: IT and Masses in India: Suresh Venkat of CNBC discusses how India may take its IT strengths to reach the masses with MAIT's Ramamurthy, Social Entrepreneur and founder of OLPC India Satish Jha, IAS and Secretary Sanjay Jaju, and activist Dipesh Sutaria. Watch this 27 min video at <http://goo.gl/qQHjh>

Mark Twain Awards for Travel support: The Mark Twain Awards for Travel support deserving students who wish to enrich their education through exposure to people and places they would otherwise not encounter. Once awarded, the funds are unrestricted and can be used towards any local or international travel of any duration. Awards range between \$500 - \$2,500. Applications will be reviewed on a rolling basis, so early submissions are strongly encouraged. To apply, take a few seconds to create a username and password at www.letterbanc.com and then copy this link into your browser: <http://www.letterbanc.com/submissions> You will be asked to submit a brief 250 word statement and some additional information. Finalists will be invited to share further details about their plans. The Mark Twain Awards are brought to you by Mortar Board, Phi Kapp Phi, Phi Beta Kappa, and by Letterbanc, the leading application platform for academic awards, admissions, and employment. For any questions please contact: info@marktwainawards.org. *This promotion brought to you by a fellow student: Sukhanya Rajan, UC Davis, MBA Candidate 13.*

Cicero's philosophy

Rome's (of the Roman Empire) Cicero's (106 - 43 BC) philosophy is still valid even today, for any country of our globe:

1. The poor: work and work
2. The rich: exploit the poor
3. The soldier: protects both
4. The taxpayer: pays for all three
5. The wanderer: rests for all four
6. The drunk: drinks for all five
7. The banker: robs all six
8. The lawyer: misleads all seven
9. The doctor: kills all eight
10. The undertaker: buries all nine
11. The Politician: lives happily on the account of all ten

Not far from the truth even today !!

Announcements

- Access the latest issue of CSI transactions on ICT at <http://link.springer.com/journal/40012>
- The CSI Journal of Computing is published four times a year. The Current issue Vol. 1 No. 3 is available at <http://www.csijournal.org/view-journal-current-issue.php>
- Access the latest issue of CSI Whizkidd at <http://www.csi-india.org/whizkidd/>
- To join CSI as a member, visit <http://www.csi-india.org/web/csi/membership>
- To join ACM as a member, visit <http://india.acm.org/#become-a-member>
- Students may join IEEE and IEEE Computer Society, and get FREE access to the Computer Society Digital Library (CSDL) for only \$20 and enjoy membership benefits up to Dec 2013 . Visit <http://www.computer.org/portal/web/membership/home>
- If you are interested in talking on your area of competence at CSI chapters, pl. register as a distinguished speaker at <http://www.csi-india.org/web/csi/email>

ICT Events

- CSI Mumbai organizes a no. of technical events on a regular basis. To know the list of ongoing & forthcoming events pl. visit <http://www.csimumbai.org/csi-mumbai-events.asp>

- WWNSI-2013: National Conference on Wired and Wireless Network and Security Issues. 26-27, Apr 2013 at Radharaman College of Engineering, Bhopal. Email: wwnsi@rgibhopal.com Website: www.rgibhopal.com
- ACC 2013: Second International Conference on Advances in Cloud Computing. 19-20, Sep 2013 at Bangalore. Contact: Dr Anirban Basu at abasu@pqrssoftware.com
- ICSI-2013: 48th Annual Convention. 13-15, Dec 2013 at Visakapatnam. Theme: ICT and Critical Infrastructure Contact: Paramata Satyanarayana. Mobile: +91 9949556989. Email: s_paramata@vizagsteel.com OR convener@csi-2013.org Website: www.csi-2013.org

ICT News: Voices & Views

- 'Big Data' spending to exceed \$130 billion by 2015, to generate 4.4 million jobs. Every day 2.5 quintillion bytes of data are created. 90% of the data in the world today have been created in the last two years – Gartner.
- The Indian geoservices industry generated \$3 billion in revenue in 2011 and accounts for 1.35 lakh jobs. Geoservices help businesses drive \$40-45 billion in revenue, save \$70-75 billion in costs and affect 8-9 million jobs -- BCG report.
- Cyber attacks now target key personnel in aerospace, defence set-up. Defence industry, gets an average of 7.3 attacks per day globally. -- Symantec.
- 'Spiderman', 'Chinaking' are two software programmes believed to help in changing IMEI of Chinese mobile phones a cause for security threat..
- Over 50% of mobile applications deployed by 2016 will be hybrid as enterprises are developing applications to support mobile work styles and increase customer engagement -- Gartner.
- The Transport Layer Security (TLS) protocol used for net-banking, Facebook has serious weaknesses -- Royal Holloway University.
- Hackers target gamers and making 7,000 attempts every day to infect gamers around the world -- Kaspersky.
- Manufacturing and natural resources companies to spend Rs 40,800 crore on IT products and services in 2013, a 9.1% increase over 2012 – Gartner.
- Indian IT exports to grow 12-14% in FY'14; to clock revenues of \$84-87 billion in 2013; domestic revenues to grow at 13-15% to reach to 1.20 lakh crore; the sector employing three million professionals added over 1.8 lakh in FY13 -- Nasscom.
- A whopping \$320-billion worth of electronics will be imported by 2020 which may exceed the annual oil import bill -- MAIT.
- The global BI software revenue to reach \$13.8 billion in 2013, a 7% rise from 2012 -- Gartner.
- Digital data generated by India last year, which if stored in Apple's iPhone 5 with 32 GB, will equal over 5,100 stacks of the device, as tall as Mount Everest. Data to grow from 127 EB (exabytes) to 2.9 ZB (zettabyte) between 2012 and 2020. India spent \$0.87 per GB to manage data, which is much lower than China, US and Western Europe – EMC & IDC.
- About 5 lakh people have so far watched over 1,100 hours of video of Maha Kumbh, on phones using the mobile TV service nexGTV.
- Bamital, a search engine virus on prowl in Indian cyberspace -- CERT-In.
- Mobile industry to invest \$ 1.1 trillion by 2017, employ 10 million – GSM Association.
- India losing out to China, Brazil in BPO sector – The Economic Survey.
- India becomes the world's first country to launch a smartphone (a Google Nexus One) into space by launching STRaND-1, on ISRO's PSLV launcher on 25th Feb 2013.
- The public cloud services market to grow 18.5% in 2013 to \$ 131 billion globally – Gartner.
- Views on Budget 2013: Ganesh Natarajan: Minor advantages for IT; Phaneesh Murthy: Nothing sparkling for corporate sector; Keshav R. Muruges: Right notes for BPO industry; B. V. R. Mohan Reddy: Positive and balanced ; Hike in tax on royalty payments to hurt tech firms; Telecom sector disappointed; Tax incentive for semiconductor fab unit too late, say chip makers; GTech: Budget 'interesting' for IT sector.
- Smartphone sales are expected to touch 918 million units worldwide in 2013 and by the end of 2017, 1.5 billion – IDC.
- The IT infrastructure budget for World Cup Soccer and Olympics in Brazil is pegged at \$180 billion.
- The small and medium software industry in India is pegged at \$110 billion while export is worth \$68 billion -- M. Nayak, Director, STPI.
- Indian mobile phone market up 16% at 218 mn in 2012 – IDC.
- IT-ITES exports up 23% at Rs 4.11 lakh cr in FY'13 – Deora.
- India (4.2%) ranked third on distributing spam across the world, after US (18.3%) and China (8.2%); Asia tops the list of continents with 36.6% of the world's spam -- SophosLabs.
- 5.85 lakh telecom towers consume 5.12 bn litres of diesel a year and emit 10 mt of carbon dioxide: Deora.
- M-commerce to constitute over 25% of e-commerce traffic -- HomeShop18 CEO
- e-commerce segment has doubled to about \$ 14 billion in 2012 from \$ 6.3 billion in 2011.
- India makes 13 requests a day for web user data (Internet snooping by the enforcement authorities), second to US which asks 45 – Google.
- Three out of every 10 parents confirm that their children were victims of the cyber-bullying - Norton.
- About 84% of all young men (2.4 crore) and 82% of college going (1.5 crore) and 68% of school going (1.5 crore) kids accessed the social media; Social media users in urban India crosses 6.2-crore mark in December 2012 and estimated to be 6.6 crore by June 2013 -- IAMAI.
- Nasscom expects export revenues of \$84-87 billion in 2013-14 fiscal at a growth rate of 12-14%.
- India's domestic IT market to touch Rs 1.75 lakh crore by 2016 -- Boston Consulting & CII.

- Videocon, Reliance 'ready' to invest Rs 25,000 cr in chip-making units.
- Put country firmly on Internet and 'get out of the way'-- Eric Schmidt, Chairman, Google.
- Technology has forced politicians to update themselves – Modi.
- Holidays are peak season for spammers. Holiday spam can account for up to 6% of all spam.
- Europe contributes about 25-30% of IT revenues as against 50% from the US markets.
- Computer users to spend 1.5 bn hours and \$22 bn battling malware. Global enterprises will spend \$114 billion to deal with the impact of a malware-induced cyber-attacks – Microsoft.
- Mobile value added services (MVAS) to reach \$9.5 billion in 2015, from \$4.9 billion in 2012 – Wipro & IAMAI.
- Cyber security market may reach \$870 mn by 2017—IDC.

ICT News: Telecom, Govt, Policy, Compliance

- The US Govt. objects India's plans of making it compulsory for Govt. agencies to source electronic products, including PCs, printers and tablets, from domestic manufacturers.
- The Govt. India to spend Rs 36,800 crore on IT products and services in 2013.
- 2G scam: Raja belied my trust, Attorney General tells JPC. CBI must scrutinise transcript of Niira Radia tapes says Apex court. CBI removes lead prosecutor on alleged collusion with accused. Court asks CBI to file more documents during NDA regime. JPC report could be delayed with key UPA ally DMK insisting on calling former Telecom Minister A. Raja as a witness. Apex court dismisses plea to revoke cancellation order. ED to file charges against Raja, Kanimozhi. Willing to appear before JPC as witness says Raja. JPC still undecided on bringing Raja as witness.
- Telcos oppose licence fee for Internet services.
- Telcos continue removing inactive SIMs; 26mn users lost in Dec. The overall tele-density decreased to 73.34% from 75.55%.
- Home Ministry wants 911-type emergency response service.
- Govt. to re-examine services offered by Skype, Google.
- Telcos that kept off new 2G auction cannot offer services -- Supreme Court.
- Telecom tower firms may be allowed to keep 100% FDI.
- Internet rates may go up under new licence framework.
- Uninor closes down its mobile networks in Kolkata and in Mumbai from 16th Feb. Over 1 crore customers have been disconnected. Sistema Shyam to shut operations in 10 circles.
- Post 2G licences cancellation, entire spectrum to be put on sale.
- DoT is set to clear the policy for allowing Mobile Virtual Network Operators (MVNO).
- MAIT demands correction in tax structures to boost domestic manufacturing.
- DoT announces third round of 2G spectrum auction. No applicant for GSM waves. Sistema Shyam – lone applicant to bid for CDMA spectrum. High base price, legal issues barriers to bidding says COAI.
- An electronics hardware manufacturing cluster park to come up at Sri City, a business city located 55 km north of Chennai.
- IT & ITeS SEZs allowed setting up backup centres in India.
- Vodafone India plans to offer fixed line telephony services.
- Govt. expects a lower revenue of Rs 19,440.67 crore from spectrum sale and other related charges in 2012-13, compared to Rs 58,217 crore estimated.
- Bharti Airtel leads in consumer complaints on billing, tariff .
- Govt. plans to take over possession of BlackBerry infrastructure in Mumbai or legal interception of Internet communication.
- 2G Scam: JPC unlikely to call Raja as witness. May be asked to submit stand in writing. CBI court summons Sunil Mittal, Ravi Ruia, and Asim Ghosh. Raja accuses Vahanvati of telling untruths against him.
- 2G players face fine from DoT for shutting services without notice.
- DoT decision to allow broadband players to offer voice is illegal – COAI.
- New messaging system for NGOs with FCRA (Foreign Contribution Regulation Act) registration.
- Buying Internet protocol addresses to get cheaper, faster with the launching of National Internet Registry (NIR) in India.
- Free roaming services likely before October – Sibal.
- 14 million requests to switch mobile operator rejected.
- CDMA spectrum sale to fetch Rs 3,639 cr while the auction of 2G spectrum for GSM players held in November last year fetched Rs 9,407 cr.
- DoT firm telcos must own spectrum to offer 3G services.
- Over 2 cr mobile users loaded with value-added services they didn't ask for.
- BSNL, MTNL still to recover Rs 6,215 cr from customers – Sibal.
- Time for electronics goods certification extended till July 3.
- Govt has received proposals for two semiconductor fabs – Sibal
- India plans US-like information sharing to alert cyber-attacks.
- Telcos asked to install local server for security audit.
- Fate of Aakash II tablet still uncertain.
- Sibal unveils roadmap for IPv6. Plan for complete migration to IPv6 by December 2017.
- Cost of voice services will move up – Aircel.
- Unified licence framework to take a month -- Telecom Secretary.
- Centre to set up 2,000 telecom towers in tribal areas at a cost of Rs. 3,000 cr.

ICT News: IT Manpower, Staffing & Top Moves

- TCS to hire 25,000, Wipro 10,000 in AP
- HCL's Shiv Nadar earmarks 20% of wealth (about Rs. 5,000 cr) for education.
- 'Third-party system integrators in demand as CIOs take to outsourcing'.
- At TCS, Rajesh Gopinathan will succeed S. Mahalingam as the company's CFO.
- Many HCL campus hires yet to join the company.
- Tech Mahindra in favour of hiring locals in overseas centres.
- TCS to continue campus hiring. The ratio is 60% -- N. Chandrasekaran, CEO and MD of TCS.
- Azim Premji transfers Rs 12,300-cr worth shares to trust to help improve the school education system and allied areas.
- Freshers 'hired' by HCL Tech stage protests across country demanding that the company convert the offers to actual jobs. HCL issued a letter of intent and not a job offer – HCL HR head
- Infosys plans to hire 200 in US.
- Helios and Matheson IT to hire 1,000.
- Aptech ties up with NSDC. Aims to train over two million people over 10-years.
- Google to slash 1,200 Motorola Mobility jobs in US, China and India.
- Sigma Aldrich, to hire 100.
- Mahindra Satyam to increase headcount in Australia to 5,000 in two years from 1,600.
- Chennai-born Sundar Pichai to head Google Android division.
- Fake job offers swarm Android platform.
- US to accept H-1B visa applications (with a cap at 65,000) from April 1. H1-B visas could double under Senate plan -- Report
- Hiring activity in IT sector likely to be muted this year -- Kris Gopalakrishnan.
- Albion Infotel plans to hire 150 people.
- Nasscom launches programme to incubate 10,000 start-ups.
- Makuta VFX to double headcount this year from 60.
- Engg students prefer IT; Google most wanted employer – Nielsen.
- Tyco plans to double headcount from 850.
- D Shivakumar, Senior Vice-President (India, Middle East, Asia), Nokia decides to quit.
- SAP training students to meet innovation needs.
- TCS ranked No. 1 employer in Europe for 2013.

ICT News: Company News: Tie-ups, Joint Ventures, New Initiatives

- Bharti Airtel introduces an emergency alert service through its helpline no. 55100 aimed primarily for women in Kolkata, Bengal and Odisha.
- Indian Software Product Industry Round Table (iSpirt), a think tank made up of Indian product companies, has been formed.
- Social networking site Facebook on 4th Feb 2013 turned nine.
- MakeMyTrip launches app RoutePlanner which displays all connectivity options between two locations, including flights, buses, trains and cabs. Also allows users to view multiple routes.
- Data Security Council of India, along with Facebook, Google, Kaspersky and Microsoft, launches the India edition of -- Stop, Think and Connect, as part of the Internet safety campaign.
- Now vernacular e-books available on phone. Audio books, an upcoming trend in book world.
- Google organises Mapathon contest. To register visit <http://g.co/mapindia2013>
- Cognizant beats Infosys for third time in a row.
- Facebook has 50 million duplicate accounts besides 22 million misclassified and undesirable accounts out of 1.06 billion.
- The last of the floppy-makers in India (perhaps the world), Amkette, has closed its lone manufacturing unit at Udaipur (Rajasthan).
- MTV and Swipe Telecom jointly launch MTV Volt, a 3G dual SIM six-inch phablet.
- Called 'Peace of Mind,' an app allows users to send a SMS for deleting all personal data from the handset which was lost to avoid identity theft and someone else accessing the personal data.
- India Semiconductor Association renamed as IESA - India Electronics and Semiconductor Association.
- Microsoft switches Hotmail accounts to Outlook.com.
- Firefox unveils operating system for mobiles.
- Nokia unveils cheapest handset - Nokia 105 at 15 Euro (Rs. 1100).
- BlackBerry launches Z10 smartphone at Rs 43,490.
- Google, using Street View technology, to present a panoramic view - a 360-degree view of business online.
- TCS enters \$5 billion brand value club with its brand valued at \$5.247 billion.
- Microsoft launches 'Office 365' in India.
- Seagate to launch wireless storage solutions in India.
- Cisco announces the Cisco Education Enabled Development (CEED 2700), a cloud based video conferencing solution for educators.
- Free pepper sprays, special call rates, for women opting for new pre-paid connections on Women's Day.
- HP unveils ElitePad for enterprise segment.
- HomeShop18 launches a 'Scan N Shop', India's first virtual shopping wall, at T3 Terminal of Indira Gandhi International Airport in New Delhi.

- Reliance plans social services through optical fibre cable network.
- Google to replace passwords with 'ID ring'.
- AMD unveils Accelerated Processing Units (APUs) with facial log-in, gesture recognition.
- Adobe unveils 'Creative Cloud' offering membership-based service access to its products and services.
- Intel to roll out 4th generation core processor this year.
- EMC pips IBM to become largest storage player.
- IBM opens customer experience lab.
- Sabeer Bhatia plans on to biotech, social ventures; launches Jaxtr SIM, a global SIM card.
- YouTube clocks 100 crore average monthly visitors.

Books

Brief reviews of books useful to students and professionals are included in this column. The publishers -- Tata McGraw Hill Education Pvt. Ltd, Wiley India Pvt. Ltd, Universities Press, Springer, CRC Press and John Wiley & Sons have come forward to present these books to the winners of the Info Quiz.

Estimating Software Costs: This book provides cost-estimating methods for projects using modern technologies including Java, object-oriented methods, and reusable components. In six sections, namely Introduction to Software Cost Estimation; Preliminary Estimation Methods; Sizing Software Deliverables; Cost Estimating Adjustment Factors; Activity-Based Software Estimating; and Maintenance and Enhancement Cost Estimating, this book covers in detail: The Origins of Software Cost Estimation; Six Forms of Software Cost Estimation; Software Cost Estimating Tools and Project Success and Failure Rates; Sources of Error in Software Cost Estimation; Manual Software Estimating Methods; Manual Software Estimating Methods Derived from Agile Projects and New; Automated Estimates from Minimal Data; Sizing Software Deliverables; Compensation and Work-Pattern Adjustments; Activity Pattern; Adjustment Factors; Software Technology Adjustment Factors: Estimating Software Requirements, Software Prototypes, Software Specifications and Design, Design Inspections, Programming or Coding, Code Inspections, Software Configuration Control and Change Management, Software Testing, User and Project Documentation, and Software Project Management; and Maintenance and Enhancement Estimating; and Software Cost-Estimating Research Issues. Useful to developers and IT professionals. Author: Capers Jones. Published by Tata McGraw Hill Education Pvt Ltd. Price: Rs. 625/=. More about the book at <http://goo.gl/wzhOz> Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: Rekha.Dhyani@mcgraw-hill.com (This book is being given as a prize to the Info Quiz Winners)

Internet Marketing: An Hour A Day: Everyone now realizes how important a successful internet presence can be to attract, retain, and convert site visitors into customers. Developing that presence--through everything from search engine optimization techniques to blogging, social media, and pay-per-click advertising--can be an intimidating prospect to new marketers and small business owners. This book empowers them to craft, implement, and measure a comprehensive strategy that will improve search engine rankings, increase visitors, and increase sales. This book offers a practical, day-by-day, do-it-yourself plan for success in your Internet marketing. It gives you step-by-step instruction and clear action plans for all crucial aspects of successful internet marketing: SEO, website optimization, integration of social media and blogs, and pay-per-click strategies. In addition, it shows you how to use analytics effectively, so you can track and understand your results, then course-correct as you need. Author: Matt Bailey. Published by Wiley India Pvt. Ltd. Pages: 600. More about the book at <http://goo.gl/HrsMn> Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: abbhardwaj@wiley.com (This book is being given as a prize to the Info Quiz Winners)

Know Your English (Vol. 1): Idioms and their stories: This book is the first of a four volume series, based on the popular column, Know Your English, which has been a regular feature in The Hindu since 1982. Teachers, students, and those who are keen on honing their speaking and writing skills will find the series useful. This volume contains a selection of more than 300 idioms, and each entry gives the meaning of the idiom, provides examples of its use, and wherever possible, traces its origin. For the second language learner who encounters idioms in everyday contexts, they pose challenge for very often there is no connection between the words that make up the idiom and the actual meaning of the expression. For eg. When we say, "It's raining cats and dogs", we do not mean that cats and dogs are actually falling from the sky. Author: S. Upendran. Published by: Universities Press. Pages: 216. Price: 195/=. More details at: <http://goo.gl/7ph2g> (This book is being given as a prize to the Info Quiz Winners)

Listening Skills: This book describes techniques and activities to improve your ability and makes clear why effective listening is such a crucial management skill -- and yet so often overlooked or neglected. Explanations will help you: recognise the inhibitors to listening; improve your physical attention so you are seen to be listening; listen to what is really being said by analysing and evaluating the message; ask the right questions so you understand what is not being said; interpret tone of voice and non-verbal signals. Author: MacKay, I. Published by: Universities Press. Pages: 80. Price: 175/=. More details at: <http://goo.gl/hiKge> (This book is being given as a prize to the Info Quiz Winners)

Semantic Web Services: The Semantic Web Services (SWS) approach is about describing services with metadata on the basis of domain ontologies as a means to enable their automatic location, execution, combination, and use. The authors provide a comprehensive overview of SWS in line with actual industrial practice. They introduce the main socio-technological components that ground the SWS vision (like Web Science, Service Science, and service-oriented architectures) and several approaches that realize it, e.g. the Web Service Modeling Framework, OWL-S, and RESTful services. The real-world relevance is emphasized through a series of case studies from large-scale R&D projects and a business-oriented proposition from the SWS technology provider Seekda. The chapters of the

book are structured according to a predefined template, covering both theoretical and practical aspects, and including walk-through examples and hands-on exercises. Additional learning material is available on the book website www.swsbook.org This book is suited as the basis for courses or self-study in this field, and also may serve as a reference for researchers looking for a state-of-the-art overview of formalisms, methods, tools, and applications related to SWS. Authors: Fensel, D., Facca, F.M., Simperl, E., Toma, I. Published by: Springer. Pages: 357+xi. Price: Euro. 54.95/=. For more about the book and to download a sample chapter, pl. visit <http://goo.gl/WA6Yb> (This book is being given as a prize to the Info Quiz Winners)

The Art of Agile Practice: A Composite Approach for Projects and Organizations: This book presents a consistent, integrated, and strategic approach to achieving "Agility" in your business. Transcending beyond Agile as a software development method, it covers the gamut of methods in an organization -- including business processes, governance standards, project management, quality management, and business analysis -- to show you how to use this composite approach to enhance your ability to adapt and respond to evolving business requirements. The book, presented in three parts: Introduces Agility and identifies the challenges facing organizations in terms of development and maintenance approaches; Presents Composite Agile Method and Strategy (CAMS) as a carefully constructed combination of process elements and illustrates its application to development, business management, business analysis, project management, and quality; and Includes two Agile case studies, a comprehensive index, definitions of key acronyms, and appendices with a current list of Agile methods and interview summaries. The book describes relevant metrics for the entire CAMS lifecycle and explains how to embed Agile practices within formal process-maps in projects. Filled with figures, case studies, and tables that illustrate key concepts, the text is ideal for a two- or three-day training course or workshop and also suitable for a course for higher degree students that includes process discussions and consideration of Agile values at both software and business levels. Author: Bhuvan Unhelkar. Published by: CRC Press. Hardcover. Pages: 527. Price: UKP. 49.99/=. For more about the book pl. visit <http://goo.gl/202Ag> (This book is being given as a prize to the Info Quiz Winners)

InfoQuiz-2013-04-01 (TEN Prizes to Win – FOUR Prizes of Rs. 500/- each and SIX books)

1. "Jerry's Guide to the World Wide Web" is now known as -----.
2. Name the 1st Indian to sign up for the Giving Pledge, a forum of wealthy people to pledge for Philanthropy
3. Which course taken by Steve Jobs helped him to excel in his products at Apple?
4. Three Vs of BIG DATA are Volume, Velocity, and -----
5. RIM (Research In Motion), the company which makes BlackBerry range of smart phones has been renamed as -----

Email your answers by **30th Apr 2013** to csi.infoquiz@gmail.com with subject **"infoquiz-2013-04-01"**. Please provide your name, designation, company/institution, full postal address (to send the prize) and the contact phone nos. after the answers. There are TEN prizes to win. TWO prizes of Rs. 500/= each by **SRA Systems** (www.srasys.com) and TWO prizes of Rs. 500/= each by **VictoryMind Educare Services**. SIX prizes will be in the form of books which are briefly reviewed in this edition of the newsletter. They are being offered by **Tata McGraw Hill Education Pvt. Ltd** (www.tmhshop.com/), **Wiley India Pvt. Ltd** (www.wileyindia.com), **Universities Press** (www.universitiespress.com), **Springer** (www.springer.com), and **CRC Press** (www.crcpress.com). Answers along with the winners' info will be published in the next issue.

Answers & Winners of InfoQuiz-2013-02-01

- 5th Feb 2013, MIT (JSTOR), Google, Graph Search, Social, Mobile, Analytics and Cloud
- Rs. 500/= from SRA Systems: P. Spandana (Anantapur) & T. Sai Sahitya (Eluru)
- Rs. 500/= from VictoryMind Edu Services: Liny Varghese (Kochi) & P. Thirumurthy (Coimbatore)
- Book from Tata McGraw Hill Education Pvt Ltd: Arti Ahirwar (Gwalior)
- Book from Wiley India Pvt Ltd: I.Kirubha Shangari (Coimbatore)
- Book from Pearson: V. Priya (Chennai)
- Book from SPD: Ishuita Sen Gupta (Moradabad)
- Books from Universities Press: Sumit Kumar Manna (Kolkata)
- Book from Springer: A. Ramesh Kumar (Chennai)
- Book from CRC Press: G.R. Srivathsan (Chennai)
- Book from Wiley: Manju Mittal (Pune)

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