CONTROLLING YOUR LINUX SYSTEM WITH A SMARTPHONE

Joey Bernard

Delhi Institute of Advanced Studies is a dynamic growth oriented Institution affiliated to Guru Gobind Singh Indraprastha University. Established by Shri Laxman Dass Sachdeva Memorial Education Society, the Institute is providing dynamic learning environment that is changing in response to the changing needs of society. The Institute seeks professional excellence through ethics, passion and perseverance. The guiding philosophy behind all academic activities of the Institute is to inculcate professionalism and to enhance the effectiveness of an organization.

Sh. S.K. Sachdeva, a well-known name in the educational world, is the Chairman of the Institute. Dr. S.N. Maheshwari, former Principal of Hindu College, Delhi University, is the Director.

The Institute runs the MBA & MCA programmes affiliated with Guru Gobind Singh Indraprastha University. The credibility of education at the Institute is increasingly being realised and recognized by foreign universities as well as the

VIRTUALIZATION FOR GROWING BUSINESSES

Anil Chopra

corporate world.

The Institute's students are its brand ambassadors. Our students have been placed in some of the best companies in India like IBM, Infosys, Adobe, TCS, Nucleus Software Ltd., Intersolutions, Mahindra British Telecom, Bharti Touchtel, Reliance Infocomm, Ranbaxy, Thomas Cook, FICCI, American Express, Tata Tele Services, Jet Airways, Mahindra Finance, Alcatel, Abacus, Synergy, Torrent, Quark, Syntel, Om Logistics, BEC Foods, Hughes, BrickRed Technologies, Escosoft Technologies, Nagarro, Grapecity, Satyam, Wipro, Accenture, Caritor, L & T Infotech, HCL, Tata Infotech, ICICI Prudential Life Insurance, Reliant Infomedia, India Bulls, Tact India, Sapient, J.K Technologies, Mindfire Solutions, Momentum Technologies, ACS Infotech (P) Ltd., Interra Systems, CE Infosystems, Nagarro, Tata Teleservices, Kotak Life Insurance, UTI Bank, Kotak Mahindra Bank, Grail Research, Planman Consultancy and many others. These ambassadors are making the Institute proud in the corporate world.

DR. S.N. MAHESHWARI, DIRECTOR, DIAS

Dr. S.N. Maheshwari, a prolific author with more than 100 books/monographs to his credit, has brought out the

following new monographs in October- December 2010:

(i) **Advanced Financial Accounting:** First Edition, for M.Com First Semester students of Mahatma Gandhi University. (Vikas Publishing House Pvt. Ltd.)

(ii) **Financial Management Concepts:** First Edition, for M.Com First Semester students of Mahatma Gandhi University. (Vikas Publishing House Pvt. Ltd.)

(iii) **Financial Accounting:** First Edition, for MBA First Semester students of Mahatma Gandhi University. (Vikas Publishing House Pvt. Ltd.)

(iv) **Basic Accounts:** First Edition, for B.Sc. in Hotel Management, Yashwantrao Chavan Maharashtra Open

A FUZZY GRASSROOTS ONTOLOGY FOR IMPROVING WEBLOG EXTRACTION

Edy Portmann, Andreas Meier

University. (Vikas Publishing House Pvt. Ltd.)

(v) **Financial Accounting**: For BCA students of Maharashi Dayanand University. (Vikas Publishing House Pvt. Ltd.)

MS. NIDHI GOEL AND MS. SURBHI JAIN, FACULTY, DIAS

Ms Nidhi Goel and Ms. Surbhi Jain, Faculty, DIAS attended a three days workshop on **"Geometric Computing"** at IIT, Delhi from 12th – 14th Nov 2010.

The workshop brought together leading researchers in the field of geometric computing with diverse backgrounds. The emphasis of the workshop was on presenting recent developments in the field as well as identifying new challenges. It covered both theoretical and practical issues in geometric computing.

Eminent speakers from Japan and USA Universities delivered lecture on the topics like "Issues in Geometric Computing". Mr. Shripad Kale from Geometric Global made the audience aware about industry perspective of the "Geometric

THE WATERFALL THAT WON'T GO AWAY

Sutap Chaterjee

Computing".

The workshop was attended by eminent research scholars, academicians and students from foreign and Indian Universities.

MS. ROMA JAITLY, FACULTY, DIAS

Ms. Jaitly attended a two days summit on **'Marketing to GeNxt'** organized by Jaipuria Institute of Management, Noida on 3rd- 4th December, 2010.

The objective of the summit was to introduce a new vibrancy which is sweeping the market with the upcoming of Generation Next. The eminent speakers in the summit comprised of dignitaries from corporate world and academics. The speakers presented their views on the GeNxt consumers, their characteristics and the strategies that the marketer should formulate to tap this market segment, that which has a lot of potential. The speakers emphasized that the GeNxt market is a great opportunity for the marketer and he should woo them on the basis of factors like price-value, image quotient, newer and better technology and adding convenience to their purchase.

The essence of the entire discussion was that the marketer should understand that there is a change in the market composition today and more of same will not work anymore. The marketer should not design their selling strategies FOR them, but should design the same WITH them.

Ms. SHUCHI VASISHT, FACULTY, DIAS

Ms.Vasisht attended a three days International Conference titled **"International Conference on Development and Applications of Statistics in Emerging areas of Science & Technology (ICDASEAST)"** organized by Department of Statistics, University of Jammu from 8th-10th December, 2010. The conference was organized along with 30th "Annual Convention of Indian Society for Probability and Statistics (ISPS)".

Ms. Vasisht presented a paper on the topic **'Characterization of 5' Splice - Sites in Bovine Genome'.** The objective of the paper was to extract all the functional elements such as promoters, exons, UTRs etc from the genome of Bovine, to develop a database of all functional elements and to develop user friendly integrated information system for all functional elements of Bovine.

The aim of the conference was to provide a platform for presenting and exchanging ideas with regard to the practical use of statistical science techniques to deliberate on emerging trends, theory as well as practice.

MS. N. MALATI AND MR. HIMANSHU PURI, FACULTY, DIAS

A symposium was organized by Delhi School of Management, Delhi Technological University on **"Global Management Innovations"** on 13th December, 2010. The objective of the session was to bring together academicians, business leaders, consultants and other professionals involved in either teaching or formulating innovative Business Management strategies. Two faculty members from DIAS - Ms. N.Malati and Mr. Himanshu Puri, attended the symposium. The dignitaries for the session were eminent academicians from Central Michigan University, Delhi Technological University and corporate personnel.

The symposium discussed about the various strategies adopted by organizations in the current globalized era. They emphasized how globalization has created both opportunities and responsibilities on people. The speakers discussed at length on the important aspects of management - IT, Employees and customers and how they provide the cutting edge in the organizations.

In all, the symposium proved to an enriching experience.

This quarter has been a great start for the placements. Some of the major research firms recruited from our institute, including Capital IQ and Grail research. Rural Naukri also came in for HR profile. In total, our 8 bright students are now part of such reputed organizations.

Various workshops on Group Discussions, Interviewing Skills, Case Based Interviewing Skills focusing on cracking the GD's and interviews in placement process were conducted. We are also in talk with many more companies such as naukri.com, India Bulls, ICICI Securities etc. which would soon be recruiting our students. The placement committee is all the more excited as the upcoming year is expected to offer

YAMR: YET ANOTHER MULTIPATH ROUTING PROTOCOL

Igor Ganichev, Bin Dai, P. Brighten Godfrey and Scott

much more opportunities at bigger packages. We are hoping to continue with the same efforts for upcoming quarter because that will be much more crucial.

The theme of DIAS ECO CLUB was to celebrate Diwali with poor and under-privileged children.

VISIT TO 'ASHARAN'- An Orphanage

Under the aegis of DIAS Social Responsibility Cell 'Kartavya', a group of 10 enthusiastic student volunteers, along with Ms. Roma Jaitly, visited 'Asharan', an orphanage and adoption centre (Hope Foundation) in Paschim Vihar, New Delhi on 23rd September 2010.

The word 'Asharan' has been improvised by putting together two words in the Hindi language: Asha', which means hope and 'Sharan', which means refuge. Therefore, 'Asharan' would mean a Refuge of Hope - and this is what they try to undertake for the abandoned and orphaned children who have been brought to them.

The home provides custody, care, protection, and rehabilitation including adoption of children. 'Asharan's first effort is to restore children to their parents, if possible. If not, the next effort is to place children for adoption with suitable families, and also to provide the children within 'Asharan' a secure and loving environment during their stay.

Ms Ruhi Silas, program manager and a social worker briefed the team about the background of the 30 children in the orphanage including the 5 infants. She also discussed with the students the kind of contribution they could extend to the organization i.e. in the area of education, art and craft and administrative support to the management. The students

INFORMATION SERVICES FOR ADVANCED MARKETING
Sule Balkan and Haluk Demirkan

were touched by the innocence of the children and assured to visit them again.

Continuing the spirit of CSR, the students accompanied by Ms. Taru Baswan revisited the rehabilitation center "Asharan" on 11th December 2010 in order to distribute necessity items and games from the funds collected by the team, donated by students and faculty members. The visit to 'Asharan' reminded the team of the fragility of life as well as the need for love and care to everyone.

The children greeted the team with enthusiasm. They introduced themselves to the team members and interacted with them. One particular child also asked the students to take her along with them. It was then the 'Kartavya' team realized that these children are also full of hope about spending a normal life.

DIAS' CONTRIBUTION IN CWG 2010
It was a wish come true for all the students of DIAS when the college was selected as the Student Volunteer Selection Event Venue for the north Zone. About 450 students from different colleges volunteered from the assigned zone of which 50 were selected from DIAS. The Commonwealth Games 2010 was a mega event, wherein over 71 countries and 8,000 athletes participated. There were 23 venues and over 40 training venues with 36 functional areas wherein the volunteers played a vital role. The volunteers not just contributed to the organizing committee but to India, the nation.
Out of 30,000 volunteers, about 200 CGAAs (Commonwealth Games Association Assistants) were selected, of which 3 are students of MCA at DIAS.

Harish Chowdhary worked with team "NIUE", Deepa with team "GUYANA' and Chitra Dhingra with team "South Africa". The volunteers were awarded certificates of Appreciation for their contribution in CWG 2010 and towards the nation.

SESSION ON 'WINNING STRATEGIES FOR GROUP DISCUSSIONS'
A session on 'Winning Strategies for Group Discussions' was conducted on 23rd October, 2010 by ZIGEDU Learnings, wherein corporate trainers, with years of industry experience and strong educational backgrounds (IITs/IIMs) brought fresh and real world perspective to our campus.

The session started with theoretical background related to

MANAGEMENT
THREE FACTOR FAMA FRENCH MODEL: DECLINING IMPORTANCE 1IN THE INDIAN STOCK MARKET
Jasim Al-Ajmi

group discussion. A three hour presentation focused on every minute detail about group discussion. The queries of students were very well entertained. The session was followed by Mock GDs in which students were divided in three groups. All the groups were headed by different trainers. It was knowledge enhancing session for all in which students got a chance to participate in mock GDs along with the essential theoretical background.

ALUMNI MEET
It was October 30, 2010 when SAMANVAY 2010 rolled out its red carpet to the alumni of Delhi Institute of Advanced Studies to meet and to greet. It was a day of celebration and reminiscence and moment packed with gaiety, zeal and exuberance for the DIAS Alumni. It was the time when the feeling of nostalgia touched its peak for most of the alumni as they came together once again and relived the hundreds of beautiful stories they created during their stay at the institute. The day marked the occasion when the institute's pride swelled as its alumni glittered the event and made it a grand success.

The day started with the registration and welcome of guests at the venue, i.e., Pacific Asia, Netaji Subhash Place, New Delhi. The students of the institute presented mementos to

CAPACITY BUILDING AS THE NEW ENGINE OF GROWTH FOR INDIAN EXPORTERS

Soma Arora and Dr. Sanjiv Mittal

each alumnus as a token of remembrance on behalf of the DIAS Alumni Association. The day progressed further as the alumni networked amply with each other and the Institute's faculty whilst recollecting the memories of their good old days spent together at the Institute.

The brief cultural programme that included a dance performance by the current students added charm to the event while the video presentation that presented the Institute's life history from the stages of its infancy in the year 1999 to the present, brought tears in the eyes of many of the alumni. It was an instant that touched everyone's heart and also made the members of the DIAS fraternity proud of the Institute's triumphant existence.

This was later followed by the release of the Fourth Edition of Alumni Directory 2011 by the Director, Dr. S. N. Maheshwari, the Faculty Members of the Institute and the Office Bearers of the DIAS Alumni Association.

Next was the moment that surely would be remembered by most of the guests when Dr. S. N. Maheshwari honored the Star Alumni of the Institute for their exemplary performances in their respective life spheres. The Institute recognized efforts of Mr. Lalit Jain - MCA 2000, Mr. Divraj Singh - MCA 2004, Mr. Akash Saxena - MCA 2006, Ms. Kanu Priya

• Network	• Sourcing
• Organization	• Technical
• Process	• Trade
• Systems	• Commercial

Malhotra - BBA 2001, Ms. Puneeta - MBA 2001 and Ms. Reena Mahajan - MBA 2004 as a part of the same.

The golden words of Dr. Maheshwari, enlightened everyone and filled their hearts with inspiration. Towards the conclusion of the event, Ms. Jiveta Chaudhary, President, DIAS Alumni Association and Ms. Neha Goel, Secretary, DIAS Alumni Association presented the Vote of Thanks and expressed their heartfelt gratitude to the Institute and the Alumni for making the event a colossal success.

All-in-all, the evening resulted in shared reminiscent times, new networks built, rich experience shared and a lot of appreciation conveyed by the alumni to the DIAS Alumni Association for such an exemplary event management. The

crowd unanimously echoed that the Institute has played an intricate role in shaping their destiny. However, as all good things come to an end, the people reluctantly made their way out to their homes with a pledge of making this a more regular fair.

GUEST LECTURE ON EXPORT-IMPORT PROCEDURES AND DOCUMENTATION

International trade procedures and documentation have undergone a sea change in the last decade. The process of change got accelerated after liberalization. In addition, the liberalization process adopted by the Government of India has also resulted in opportunities in the international markets and hence study of export, import and its documentation becomes imperative for students opting the specialization of International Business.

TESTING WEAK FORM EFFICIENCY FOR INDIAN STOCK MARKETS

Y.P Singh, Sudhir Kapoor, Sneha Suri

In this connection, a lecture on Export-Import Procedures and Documentation was organized on 16th November, 2010 in the institute's premises. Dr. N.K.Puri, Associate Professor at Bhagat Singh College, University of Delhi, Delhi was a special invitee for delivering the lecture.

The eminent speaker started from the basics discussing at length the meaning of exports, the nature of export activity, the export transactions, the types of documents required for exporting activities-commercial and regulatory, planning & execution of export order. In addition the process of export, the management of international trade along with the legal framework within which trade can be conducted was also delved upon. Finally, the trade dispute settlement along with export payments were discussed. This was followed by a question answer session.

The session was quite informative for the students as the theoretical component was followed by the practical use of the procedures and documentation.

WORKSHOP ON PERSONALITY DEVELOPMENT AND INTERVIEWING SKILLS

An admirable personality and excellent interview skills are the need of the hour in today's dynamic corporate world. To familiarize the students of management course in the college, a session on "Personality Development and Interviewing Skills" was organized by DIAS. On 19th November 2010, Ms. Bhavleen Kaur, trainer, deliberated upon the basic interview

CUSTOMER OF RETAIL BANKING INDUSTRY IN INDIA- A DEMOGRAPHIC SEGMENTATION

G.Ramasundaram, Dr. M. Sakthivel and Dr. Ramachandra Aryasri

and communication skills and also the crux of an effective personality.

The mentor demonstrated the different parameters and situations where an interviewee lacks and hesitates and also gave the suggestion to overcome the same. She explained the different questions that are commonly asked in a basic interview and gave the different methods to answer them effectively. It was really an innovative and learning experience that made students to learn the different parameters to successfully attempt an interview and capture a good offer in the prestigious company. The areas like how to dress formally, body language, verbal and non verbal communication were also discussed in the session. Students learned the basic etiquettes to appear for an interview and the behavior that can impress the interviewer.

On 3rd Dec 2010, she took another session focusing on Case Based Interviews, wherein she covered every minute detail about the type of case studies and their approaches. Student's queries were handled effectively. It was followed by mock case study sesion in which all the students were given a case study related to Pepsi. It appeared to be a basic case but actually it was very complicated because the actual problems were hidden behind the basic problems. Most of the students could understand the actual essence of the case study only after Ms. Kaur explained the right way to approach it. She explained the corporate view to analyze that case study.

The sessions were both enriching and entertaining.

BODY LANGUAGE-SILENT COMMUNICATOR AT WORKPLACE

Daisy N Kurien

VISIT TO TECHNOFEST 2010

The students of MCA V and MCA III, accompanied by Ms. Barkha Bahl and Ms. Sonia Gupta, and the students of MCA I, accompanied by Ms. Tripti Mishra and Ms. Surbhi Jain, visited the India International Trade Fair on 24th and 25th Nov, 2010, respectively. The main highlight was the CSIR (Council for Scientific and Industrial Research) Technofest 2010. CSIR is an autonomous body whose President is the Prime Minister of India. It is amongst the foremost scientific and industrial research organizations in the world.

The exhibition was organized by FICCI, in partnership with

CSIR. The overall theme of the programme was "Science & Innovation for transforming India." The exhibition intended to highlight scientific innovations that are transforming India. The various technologies developed by CSIR, which are ready for commercializations were showcased, like Healthcare, Chemicals and Petrochemicals, Agriculture and Floriculture, Mining etc.

They had organized several counters where they had displayed their projects which included:

- A micro-processor based multi-channel intrinsically safe real time environment monitoring system

- Wireless information and safety system for underground mines

- Development and design of mineral processing and agglomeration flow sheets and plant layouts, and so on

The students were introduced to the Technopreneurship Contest by DSIR. They were very keen on participation. Students also participated in the quiz competition organized by CSIR, and won prizes.

BLOOD DONATION CAMP

Donating blood is our social duty. Every year many people die during surgery only because of not getting enough supply of blood in time. By donating blood we indirectly save many lives. This is a holy activity which is above all castes and religions. Our college firmly believes in these facts. With this belief, Delhi Institute of Advanced Studies organized blood donation camp on 30th November 2010.

The camp was organized with kind co-operation of Sant Parmanand Hospital. All staff members and students actively participated in the blood donation camp. With a motto of

AWARENESS AND SATISFACTION OF RURAL WOMEN TOWRADS HOUSEHOLD APPLIANCES IN COIMBATORE DISTRICT

Dr.R.Ganapathi, Dr. T.Ramaswamy, Mrs. S.Brinda Devi

helping, every second, someone somewhere in need of blood to live more, the students and staff-members of the college donated blood voluntarily amounting to 92 cc.

The main aim of this blood donation camp was to create awareness of the need for safe and adequate blood for transfusion, create awareness about the necessity of blood donation, and to drive away fear and all the misunderstandings about the same. On the other hand, the idea was also to collect maximum number of blood units on a

single day. The event was a huge success.

CROWDSOURCING : A NEW PARADIGM IN SOFTWARE TESTING OUTSOURCING

Crowdsourcing is the latest buzz word in the software testing services industry a way of developing technology and usability by treating a lot of people (a crowd) as a single entity. Rather than performing software qa testing using a single person or even department, a large body of people are used, allowing software companies to get a much greater sense of the way their product plays out in the real world. Think of it as offshore qa testing, offshore software testing done to make sure that everything a program is intended to do, it really does, but with the benefit of hundreds of eyes and brains rather than just one or two. Two heads, of course, are better than one and many heads are better than that. Welcome to the future of software testing services.

Software testing companies account for a large and critical part of the development stage of a product. Crowdsourcing,

IMPACT OF BUY-BACK OF SHARES ON STOCK PRICES IN INDIA: AN EMPIRICAL TESTING OF STOCK MARKET EFFICIENCY IN ITS SEMI-STRONG FORM

Dr. Vibha Dua, Mr. Himanshu Puri

like cloud computing, is making a big hit in the sector software qa testing is coming to realise that many separate contributions going together to make a whole are better than a single large work effort. Software, after all, is designed and intended to be used by thousands of people so, when performing offshore qa testing, the usability of the product is examined in a real world way - a way that lets the software companies know exactly how it will perform when it is released for real.

Performance testing using crowdsourcing, though a relatively new idea, is really only the logical extension of the existing offshore software testing practices already put in place by the major software design companies. It's an intelligent extrapolation of what's already out there. Outsourcing works because it allows companies to find and use expertise exactly as and when they need it crowdsourcing, in the software qa testing sense, allows software companies to multiply the poll of expertise they have access to. Software testing services and software testing companies, which have a vital role to play in the successful development and release of new software, are doing what they do best - responding to a market need for ever more tight and controlled offshore software testing techniques.

Software is getting ever more complex and impressive - so it makes sense that the performance testing done by software testing service and software testing companies becomes more complex and impressive too. Crowdsourcing is the natural next step - making all our software better from the start.

NEW SEARCH ENGINE

A Dutch Journalist announced the launch of a new search engine that indexes the content of all U.S. State Department Cables published so far by Wikileaks.

The search engine, Cable Search.org, sets users search the disclosed cables by word, source, security classification, classification tag and date.

Cable search replaces a simpler full text search engine at rpgp.org operated by a German programmer identified only as "Udo".

IBM COGNOS 10

IBM Cognos 10 provides in a unified BI workspace all the tools needed to manipulate and analyze data. Users can access all the Business Intelligence functionalities from one single application. It also provides a new collaborative way of working through the integration with the Lotus Connections

NETWORK MARKETING

Isita Lahiri, Mrinal Kanti Das

software, allowing users to communicate and discuss the information resulting from the BI platform, in a more efficient way. IBM Cognos 10 begins a series of new innovations from IBM Business Analytics that change how organization decides, allocates resources, anticipates and shapes future outcomes. It is a proven technology platform that allows for seamless upgrades and cost-effective scalability for the broadest deployments.

MULTIMEDIA FEATURES IN LATEST MOBILE PHONES

The mobile companies of today are introducing many phones in the market as the days are passing by. Because of this, there is a very tough competition amongst the various mobile brands. Mobiles have become fundamental parts of our day-to-day living. Therefore, there is a huge demand for the mobiles in the market. This gives confidence to the mobile companies to bring out latest mobile phones. These mobiles have all the features.

Nokia, Motorola, Samsung, Sony Ericsson and Blackberry are

some of the leading companies who have introduced latest mobiles phones in order to grasp the attention of the customers. Mobiles are no more known as the means of communication. These companies gain a lot of popularity in the market because of the latest mobiles. Time has encouraged the development of 3G phones and now the 4G

INCOME DIVERSIFICATION IN BANKING: A BRANCH LEVEL STUDY IN NORTH EAST INDIA

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phones are being introduced.

Latest mobiles come equipped with planned features like, internet facilities, radio, High-resolution cameras, touch screen, USB ports, push mail calculator, messenger services, alarm clock, music players, Colored screens, and many others. These features satisfy all the wants of the user.

Latest mobile phones are equipped with tremendous features, which enable the users to not only carry out the functions of calling but also do other activities. These mobiles have undergone various researches and then have been introduced in the market.

Online shopping is another way of straight dealing where phones can be purchased. A buyer needs to simply look through his options and pick the best mobile among all the mobile phones.

MODULE DETECTION IN COMPLEX NETWORKS USING INTEGER OPTIMIZATION

The detection of modules or community structure is widely used to reveal the underlying properties of complex networks in biology, as well as physical and social sciences. Since the adoption of modularity as a measure of network topological properties, several methodologies for the discovery of community structure based on modularity maximisation have been developed. However, satisfactory partitions of large graphs with modest computational resources are particularly challenging due to the NP-hard nature of the related optimisation problem. Furthermore, it has been suggested that optimising the modularity metric can reach a resolution limit whereby the algorithm fails to detect smaller communities than a specific size in large networks.

A novel solution approach to identify community structure in large complex networks and address resolution limitations in module detection can be proposed which employs

A TYPOLOGY OF EMPLOYEES: HOW TO SURVIVE THE ORGANIZATIONAL MINEFIELD

Dr. Mohan Gopinath, Dr. Chinnam Gopinath

modularity to express network community structure and it is based on mixed integer optimisation models. The solution procedure can be extended through an iterative procedure to diminish effects that tend to agglomerate smaller modules (resolution limitations).

A comprehensive comparative analysis of methodologies for module detection based on modularity maximisation shows that the approach outperforms previously reported methods. Furthermore, in contrast to previous reports, a strategy to handle resolution limitations in modularity maximisation can be proposed. Overall, ways can be illustrated to improve existing methodologies for community structure identification so as to increase its efficiency and applicability.

TEAMVIEWER DESKTOP SHARING SOFTWARE SUPPORTS LINUX

Multi-Platform Support

Already available on Windows, Mac and iPhone platforms, TeamViewer is now available for Linux users to aid Enterprise 2.0 collaboration and support between workers. Allowing users to share files, presentations, server access or help troubleshoot issues, TeamViewer is a quick-to-deploy solution that offers browser-based access to any information.

Additionally, multi-platform support means that users of one OS can access files stored on another OS. With 256-bit AES encryption and dynamic password access, its browser-based approach bypasses firewalls and uses optimization for fast performance, whatever the connection.

The very latest version on all systems has some new features including:

- Improved screen grabbing

- Improved clipboard exchange between local and remote computer

- Fixed Connections started by TeamViewer Manager now show up in the taskbar

- Stability and reliability improvements

Linking to Linux

Currently with a beta tag, the Linux version is available in several distributions for Red Hat, Fedora, Suse, Mandriva,

Debian and Ubuntu in 32- and 64-bit versions. With recent additions to the app including VoIP and video conferencing, TeamViewer is becoming an increasingly attractive all-rounder that is competitively priced against competing solutions.

While the free version is only available for non-commercial use, the top-line Enterprise version only costs £1,679 (US$ 2,593) and comes with three concurrent channels, priority support and unlimited terminal installations.

With some claimed 60 million global users, the German-based company is clearly doing something right and with regular monthly updates, TeamViewer is a product always being pushed forward.

APPLE RELEASES LATEST MOBILE OPERATING SYSTEM

Apple Inc. released iOS 4.2, the latest version of its mobile operating system, on November 22nd, in an effort to boost the sales of the company's mobile devices in the upcoming holiday shopping season.

The new software is now available for download to iPad, iPhone and iPod Touch by syncing the devices with iTunes application. The update means iPad tablet computer users can now enjoy many features already available on iPhone and iPod Touch such as multitasking, which enables users to switch between third-party applications instantly.

Once again, the iPad with iOS 4.2 will define the target that

AN ASSESSMENT OF INTERNAL MARKET ORIENTATION IN JAMMU AND KASHMIR BANK THROUGH INTERNAL SUPPLIERS' PERSPECTIVE

Gurjeet Kaur, RD Sharma and Nitasha Seli

other tablets will aspire to hit. Other notable features of the new software include AirPrint which supports wireless printing from Apple devices, as well as AirPlay which allows users to stream music, video and photos wirelessly from their devices to TV screen through the company's Apple TV set-top box.

Apple also announced that a feature called "Find My iPhone" is now free for use on iPad, iPhone 4 and the latest generation of iPod Touch. The feature lets users locate a missing device on a map and have it display a message or play a sound. Users can even remotely lock or wipe data from a lost device.

The Basel III norms mandate that banks will have to set aside buffers of 2.5 per cent each for capital conservation and a top-up counter-cyclical capital. This would mean that banks would have to maintain 10.5 per cent and any shortfall would be have to made good from the net profit. Dividends can be distributed only after fulfilling the criteria.

The Basel III norms are macro oriented and account for systemic risk management unlike the earlier ones. Hence, they seek more quality capital or capital in the form of equity and not Tier 2 or 3.

U.S. PLANS TOUGH RULES FOR SWAP DEALERS

U.S. regulators plan to determine which companies and funds will be forced to hold more cash to trade in the lucrative over-the-counter derivatives market. The proposals, which will subject Wall Street firms to even more regulatory scrutiny, are designed to mitigate risk to markets and avoid a repeat of what happened when AIG's unsecured derivatives threatened the global financial system.

Under the regulators' proposal, an entity would be deemed a major swap participant if it held a "substantial position" in any of the major swap categories such as credit derivatives, foreign exchange swaps or interest rate swaps.

A financial entity holding a substantial swaps position that is highly leveraged and not already subject to a federal banking regulator's capital requirements would also fall under that category.

SENSIBLE OUTSOURCING

First, know what your business is all about? Next, only outsource what you know. Finally, get rid of the idea that outsourcing translates to immediate cost savings.

Due diligence should be done before making outsourcing the preferred mode of operation. The organization should first operate the "proposed outsourcing work" internally to get a feel of what needs to be outsourced. A wholesale outsource without proper planning will hurt bottom-line and impacts business performance. The plan should be as though full time staff will be recruited to carry out the tasks. Then where applicable, the activities should be performed in house and the performance measured.

The decision to outsource becomes clear when there are no internal resources available to fulfill the requirements and when the activities are taking up too much of internal resource's time and do not deliver the quality asked for. By actually running through the whole process in-house, it can be

Book
Reviews

determined exactly what needs to be outsourced. The parts which are easy to manage should be picked out. Good performance metrics should be setup for measuring and guiding the outsourcing contract.

There is no rule of thumb on what can be outsourced. The company personnel must be aware that outsourcing does not mean a reduction in operating cost (at least not in the short term). It may increase cost of operation as it improves other aspects of the business such as time to market, quality of deliverables, higher customer satisfaction level. In the first place, the cost of outsourcing with the current cost baseline should never be compared since the company may not be running optimally due to poor resource allocations or quality. A cost/benefit analysis must be performed and the outsourcing outcome judged objectively.

WHAT DOES "FRONTIER MARKETS" MEAN?

"Frontier Markets" is an economic term which was coined by IFC's Farida Khambata in 1992. It is commonly used to describe a subset of emerging markets (EMs).

Frontier markets (FMs) are investable but have lower market capitalization and liquidity than the more developed emerging markets. The frontier equity markets are typically pursued by investors seeking high, long term returns and low correlations with other markets.

The implication of a country being labeled as frontier is that, over time, the market will become more liquid and exhibit similar risk and return characteristics as the larger, more liquid developed emerging markets.

Frontier markets are creating the most sustainable and cost effective model for base of pyramid market entry through its affiliation with microfinance institutions.

GE TO REDESIGN INDIA STRATEGY

General Electric (GE) is redesigning its India strategy. GE will enter into a string of alliances and strategic equity partnerships with local firms to expand its business in India in addition to organic growth from its existing operations.

The Indian arm of the US conglomerate is looking at growth coming from its three key industry verticals - infrastructure, healthcare and financial services - and is close to initiating

investments in projects in the commercial realty market in India.

This includes plans by GE Commercial Finance to invest a large sum pegged at around $2 billion in the real estate space. The focus there will be on areas such as commercial space and developing IT parks.

GE has also announced a number of such partnership deals including some where the US giant has picked stakes in Indian firms. These include a 15% stake in Kolkata-based Titagarh Wagons, estimated to be involving more than $20 million - a transaction which marked the entry of GE's equipment services business into India. GE has also picked a 26% stake in Sayi Power Energy, a majority shareholder of power project developer KSK Power Venture and has struck alliances with firms such as Triveni Engineering.

GE plans to focus on organic growth which would be the core startegy and simultaneously look at strategic deals with other firms in India. GE is also more likely to pursue small-sized equity partnership and acquisition deals and is still keen to enter the banking sector in India but is waiting for more regulatory reforms which would see further opening of the sector to foreign investments.

NEW TECHNIQUES FOR MARKETING MEASUREMENT

A combination of behavior tracking and testing allows marketers to correlate changes in actions with changes in their programs

Measuring the impact of individual marketing programs requires breaking apart the sum of the inputs and testing the effect of changing them individually. This is why even complete data cannot solve the measurement problem. Only tests allow marketers to measure the incremental impact of specific activities. In today's data-rich environment, testing is much easier. Marketers can build customer databases more often and track many of the messages those customers see and respond to. Even formerly anonymous media, such as broadcast and print advertising, drive consumers to trackable behaviors on the Web. A different kind of obstacle to testing is the time lag between marketing outreach and a customer's eventual purchase. For these reasons, marketers need a measure that can be read quickly.

Current innovation in marketing measurement is directed at

finding such measures. The obvious approach is to divide the buying process into stages and then measure the impact of marketing from one stage to the next. This is similar to the sales funnel or pipeline monitored by sales automation systems, except it begins earlier in the purchase process. It's also similar to psychological models such as AIDA (awareness, interest, desire, action), which are often used to guide brand advertising. Marketers are finding they can greatly improve marketing measurement by using behavior to track consumers through stages in the purchase process and testing to correlate changes in this movement with changes in marketing programs. This creates several technical requirements, including: Identifying individuals consistently over time and across channels in order to build a database of behaviors and marketing contacts. This database provides the input for tracking movement through the purchase stages. Data mining and analytical tools that uncover patterns, such as the number of Web visits within a time frame that indicates a prospect's location in the purchase process.

The benefits of stage-based measurement make it worth the trouble. Breaking the buying process into stages lets marketers understand what's driving results, identify problem areas and find opportunities for improvement. It provides near-immediate feedback, allowing marketers to quickly reallocate resources to the most productive programs.

I-BANKING REVENUE NEARS $1 BILLION & SBI LEADS PACK

Investment banking revenue growth in India has outpaced emerging markets with State Bank of India and JP Morgan leading the table, as companies raised funds for expansion and acquisition. Post the economic crisis, the improving prospects for transactions, which may cross $1 billion for the second-time ever, is also triggering a wave of movement in the industry.

Revenue from advising on loans, bonds, equity-raisings and mergers & acquisitions surged 53% this year to $870 million, from $568 million a year earlier. State Bank of India topped the list with a 9.4% share, followed by JP Morgan at 5.5%. ICICI Bank and Deutsche Bank were positioned third with a 5.4% share.

The increased deal volumes stem from higher liquidity in western markets and India's strong growth story. Global investors have been increasing their exposure to emerging markets and that helps explain the global support for Indian IPOs."

The sustained equity capital market (ECM) activity is the main factor that has propelled India into the top 12. Net revenue earned by banks in share sales was $318 million as against $234 from M&A deals, $204 million from syndicated loans and $113 million via bond sales. Loans by Jaypee Infratech, Bharti Airtel for its acquisition of African assets of Zain Essar steel and Suzlon Energy helped State Bank of India lead the table, dislodging JPMorgan, which was on top last year.

2G CASTS A SHADOW OVER MF INVESTMENTS

Mutual funds have lent around Rs. 1500 crore to the telecom industry where many companies are increasingly facing enforcement scrutiny. The industry has been mired in controversy after it came to light that the telecom department favoured some firms while allocating 2G spectrum, leading to the government losing thousands of crores in potential revenue. However, despite companies coming under the scanner and the industry as a whole being swamped under negative publicity, fund managers do not fear a default. Top-rung fund houses like HDFC MF, ICICI Prudential MF, Reliance Mutual, Franklin Templeton and Tata Mutual fund had subscribed to the commercial papers of telecom companies that had successfully bid for the 3G spectrum. Telcos, on their part, raised long term money from banks and through equity financing, while they borrowed for short-term requirements from mutual funds. Some of them also have exposure to debt instruments issued by telecom companies like Ericsson India, ETHL, Aircel and ACME Tele Power.

According to equity analysts tracking the sector, there is a concern among investors that some of these investments could turn bad if the government resorts to extreme measures against telecom companies that have flouted the law. Telecom companies were raising loans from mutual funds at 6-7.25% (interest rates) and for periods ranging between 3-12 months. According to fund industry sources, telecom companies like Aircel and Bharti have already repaid their entire mutual funds loans; Tata Tele is close to repaying its last tranche this month. There is nothing for mutual funds to be worried about. The scam is around 2G; it has nothing to do with 3G, where mutual funds have their investments. Even in the case of 3G financing, 80% of the funding are done by banks or through equity financing. Mutual funds' exposure in 3G financing is very nominal. Funds are not really worried about any defaults at this point of time.

TATA MOTORS LAUNCHES "DELUXE" MOTORS

Tata Motor is intending to launch a fully-loaded deluxe version of the Nano on Indian roads by 2012. The deluxe Nano would not only have a more powerful engine at its

heart, but would also sport comfort and safety features like power steering, air bags and ABS.

The deluxe Nano comes as Tata Motors works on an advanced version of its budget car for the European markets, called 'Nano Europa' , that was also displayed at the Geneva Motor Show last year. The company is looking at launching the same car in India when it gets ready for its debut in Europe. The Europa is being developed keeping in mind the requirements of international markets and thus will be a step above the existing Nano retailed in India.

LOAN SCAM: SEBI PROBES INSIDER TRADING

Market watchdog Sebi has initiated a probe into possible front-running and insider trading in shares of over two dozen companies, including some blue chips, by entities and persons involved in the housing-finance scam unearthed by CBI. The initial findings, when corroborated with the charges made by the CBI, indicate towards a lage-scale front-running deals or shares being purchased or sold in these companies on the basis of prior knowledge about investment decisions being made by large institutional investors. The probe would encompass large dealings and any irregular spurt in volumes or prices of shares of all the companies where these institutional investors had bought or sold shares over the past two years.

The top officials of Money Matters, a fast growing entity that boasts of having served a number of top-level corporate entities in the past including the likes of Tatas, Ambanis and Birlas, have emerged as the focal points of the scam. As LIC is not a listed company and is not obliged to disclose its purchase or sale of shares on day-to-day basis, the names of companies where it has invested or whose shares it has sold generally come to be known with a time-lag. Besides front-running, the regulator is also looking into possibility of insider trading by the top officials, and in some cases, promoters of the companies whose names have surfaced in the CBI probe. CBI that earlier arrested at least eight persons in connection with the scam, has also issued notices to 21 companies to provide all the documents related to the case and explain any benefits received by them as also favours extended to the accused persons. SEBI also suspected the unscrupulous activities to have begun in these companies' shares at least a year ago, when the stock market was still in dumps and the companies were finding it tough to raise funds due to extremely low valuations.

OFDMA will be the predominant technology for the air interface of broadband mobile wireless systems for the next decades. This article gives an overview of the main challenges for the deployment and operation of state-of-the-art OFDMA networks, along with an outlook into future developments for 4G and beyond 4G networks.

Orthogonal Frequency Multiplex Division (OFDM) and the corresponding multiple access scheme OFDM – Access (OFDMA) is the result of an evolution spanning decades of digital transmission techniques and advances in the digital signal processing methods and technologies.

Although, OFDMA offers high flexibility and performance suited for a wide range of services, the relative immaturity of the technology constitutes a challenge for venders and operators alike. Especially the various design options which are now available in current OFDMA specifications constitute one of the main problems due to the increasing complexity both in terms of technical and network design.

The research community has a key position in enabling the success of OFDMA broadband wireless communication systems, by investigating practical solutions in real world problems faced by operations and vendors, and by pushing the edge of the technological frontier towards very high capacity wireless networks.

Ms. Barkha Bahl, Faculty, DIAS
(For full text, please refer to Computer Communication Review, Vol. 40, No. 5, October 2010, Pg. 71 – 76)

With every instance of shopping sprees indulge in, there is a higher possibility of theft that haunts us. This is how we can safeguard our possessions in just Rs. 100.

This article emphasizes on the fact that if someone wants to steal from us, they should atleast have a tough time getting past our security shield.

The working principle behind this circuit is quite simple. The critical part is the set up. In this one of the laser key chains is used. The basic component that detects the laser is a simple light dependent resistor (LDR)

The laser beam should be incident on the LDR during normal operation of the circuit. In the event of an intrusion, the laser network that we will create using tiny mirror is obstructed. The LDR detects this obstruction and in conjunction with the transistor interprets it as a change in state. The resultant change in electrical signal triggers the buzzer to alert anyone around us of the ongoing theft attempt.

The materials required in order to complete this set up are: a Transistor 2N3904, a Capacitor 1000 microfarad, laser pointer, LDR , a resistor 10K, Breadboard, PiezoBuzzer, 9V

Battery , Battery Snap, a Pack of tiny mirrors and fevikwik.

Ms. Neha Goel, Faculty, DIAS
(For full text, please refer to Digit, Oct. 2010, Vol.10,
Issue 10, Pg. 98 - 99)

Many new Smartphones have an advanced web browser built in. With this technology, it is fairly trivial to run a web server on a Linux to run a web server on a Linux box. With appropriate security measures, a web interface can be build especially for handheld devices.

The approach is to have a user account to run a command on the system. The system will rely on Wi-Fi. This makes sense when dealing with handheld devices , so Wi-Fi router should be configured.

Smartphone technology is advancing extremely rapidly. Without modifying the phone, you can access almost any possible function. On a remote computer, through its built in browser, Linux users are especially lucky. It doesn't take much effort to turn a Linux computer into a backend for a phone.

Ms. Nidhi Goel, Faculty, DIAS
(For full text, please refer to Linux Journal, Issue 199,
November 2010, Pg. 16)

Virtualization is all about bringing efficiency in the work place

and a growing business needs this efficiency to continue on its growth path. The key aim of adopting virtualization is to improve efficiency in the data center. Virtualization brings in efficiency by putting more load on lesser hardware, so that it becomes easier to manage, consumes lesser power and physical space. If u are a growing business, and are likely to add more intelligent workforce in the work place for whom you will need to provision IT equipment, then your organization could be a prime candidate for virtualization. It is not necessary that every large organization requires virtualization.

Virtualization technology enables a single physical resource like a server or an operating system or an application to appear as multiple logical resources. This leads to simplification of server and application architecture and brings down the cost too. Problem with most data centers is hardware under-utilization, with only a fraction of its total processing power being utilized. This is where virtualization steps in, by enabling improvement of hardware utilization rates by allowing a single resource to support multiple systems. A major advantage that virtualization allows, for enterprises, is to respond quickly to changing business conditions. By deploying specific virtualization software, the admin converts a single physical server into multiple virtual

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For registration, please fill in the enclosed registration form along with the demand draft of the applicable fee in favor of Delhi Institute of Advanced Studies payable at Delhi and send it to Ms. Barkha Bahl, Event Incharge latest by 12th March 2011. Registration form can be downloaded from our website: www.dias.ac.in

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