1.5 lakh candidates make it to the next stage of JEE

Anagh Prasad from Ranchi tops JEE (Main) with 345 points, Kumar Siddharth gets highest in Delhi

AS a first step toward realising his dream, 17-year-old Anagh Prasad from Ranchi topped the Joint Entrance Exam (JEE Main) 2013 scoring 345 out of 360 points in the exam — the highest in the country.

Anagh is among the 1.5 lakh candidates who made it to the next level — JEE (Advanced) — as the Central Board of Secondary Education (CBSE) announced results for the JEE (Main) 2013 on Tuesday.

Formerly called All India Engineering Entrance Exam (AIEEE), the entrance exam is being conducted in two parts for the first time this year.

With less than 20 days left for the next round for admission to the prestigious Indian Institute of Technology, Anagh says he is keeping his fingers crossed. He says he was “nearly sure” he would qualify the JEE (Main), but there is no time to be complacent.

Anagh wants to be an Indian Foreign Service officer like his mother, and has been studying to take the exam for two years at FIITJEE-Ranchi, along with his regular school at Jawahar Vidya Mandir, Shamli.

His mother, Diksha Prasad, is elated with her son’s performance. “He has always been a topper, and we would like to see him get admission to the institute of his choice,” she says.

Anagh scored an A+ in Class X and likes Physics and Chemistry, for which he received a small state’s NTSC scholarship. His father, Amrish Prasad, is a doctor working for Coal India Limited.

More than 12 lakh students wrote the JEE (Main) in April. While the first round of screening was conducted by CBSE, the advanced test will be conducted by the IITs themselves.

In Delhi, Kumar Siddharth scored the highest (335/360), followed by Kartikeya Gupta (325/360).

The JEE (Main) was conducted in 2013 centres in 113 cities across the country in pen-and-paper mode and at 278 centres in 32 cities in the online mode.

The cut-off score for JEE (Advanced) was 113 for Common Merit List students, 70 for Other Backward Class (OBC), 50 for Scheduled Caste and 45 for Scheduled Tribe students.

JEE Advanced will be held on June 2.

Admission to undergraduate engineering programmes at NITs, IITs, other centrally funded technical institutions, institutions funded by several participating state governments and several other institutions will be through JEE (Main).
CBSE boys shine in JEE Mains results

NEW DELHI, MAY 7
Boys from the CBSE have bagged top scores in the Joint Entrance Exam (JEE) Mains results for 2013 which were announced today.

Although the CBSE, the exam conducting body, did not give out any score list or ranking list, analysis of data from the result showed that Ranchi student Anagh Prasad could be the probable highest scorer of the year with 345 marks out of 360. Anagh, a student of Jawahar Vidya Mandir in Ranchi did his schooling from the CBSE.

Top 1.5 lakh scorers in JEE Mains will be eligible to take JEE Advanced on June 2 for entry to IITs. JEE Mains merit list will be finalised by the CBSE in July after the school board results are declared. This year, JEE Mains All India merit list will be prepared on 60 per cent weightage from JEE Main results declared today and 40 per cent weightage from school board results. India has 29 boards.

JEE Mains results today showed two important trends - at least the probable top six scorers come from the CBSE and the ICSE boards and all of them took coaching from one institute or the other. This trend is contrary to what former HRD Minister Kapil Sibal had perceived when he was proposing a change in the system of selection for engineering institutes.

Anagh Prasad said, "Coaching definitely helps you to discipline yourself, although you can also do self-study based on school education. I took two years' coaching. Coaching is especially beneficial for preparation of JEE Advanced which will be held later for IIT admissions."

This contention defeats government's purpose behind changing the exam pattern for engineering in the first place. Earlier, the CBSE used to hold AIEEE for entry to all central technical institutions, except IITs. IITs used to hold IIT-JEE. From this year, JEE Mains Merit List will be used for admission to all central technical institutions, including NITs, while JEE Advanced results will be used for entry to IITs. However, only those JEE Advanced rank holders will be eligible for IIT entry who also figure in the top 20 percentile of their respective school boards.

Other top scorers in JEE Mains which the CBSE declared today are - Kumar Siddhartha (score 335 out of 360) from New Delhi who hails from a farmer's family in Bihar's Muzaffarpur.

He also took two-year coaching and so did Devang Thakkar from Thane who managed 305 marks out of 360. A student of Shrimati Sulochana Devi Singhaia School affiliated to the ICSE board, he took two years’ coaching as well.

Awanish Kumar from Varanasi, who scored 314 out of 360, also went to a CBSE-affiliated school and hails from a humble family. He says he depended on NCERT books for JEE Mains but would have to depend on coaching to crack JEE Advanced.

Another top scorer Pranjal Maheshwari from Indore managed 310 out of 360 in JEE Mains and consulted reference books in Physics, Chemistry and Math and NCERT syllabus to crack the JEE Mains. He also took coaching.
JEE (Main) exam results declared

Staff Reporter

NEW DELHI: Around 1.50 lakh students have qualified to take the Joint Entrance Examinations (Advanced) in June, according to the results of the JEE (Main) examinations that were released by the Central Board of Secondary Examination here on Tuesday.

The JEE (Advanced) is the ticket to all the major engineering undergraduate colleges in the country like Indian Institute of Technology, National Institute of Technology and other centrally-funded and State-funded technical institutions.

"Around 12.60 lakh candidates registered for the JEE (Main) exams which were conducted in 113 cities offline and in the online mode it was conducted in 278 centres in 32 cities," said the CBSE.

The eligible candidates have around six days to register online for the advanced exams as the last date for applying is May 13.

The fees for general and OBC male candidates is Rs.1,800 and that for SC/ST, PWD male candidates is Rs. 900. There is no fee for female candidates of all categories. Registration will be complete only after the payments are made, CBSE said.

Admit cards for the exams will have to be downloaded from May 15 to May 31. On the day of the exam and at the examination hall, the downloaded admit card has to be presented to the invigilators for verification, after which the original admit card for the JEE (Advanced) will be issued upon due verification. The original admit card, the CBSE said, should be carefully preserved till the admission process through JEE (Advanced) - 2013 is completed.

The results for the JEE (Main) exams are available on jeemain.nic.in.
Ranchi student tops JEE-Main

NEW DELHI, 7 MAY: One and a half lakh students have qualified in the Joint Entrance Examination (JEE) 2013 Main in which around 12 lakh candidates appeared this year.

JEE Main examination is a preliminary one that shortlists 1.5 lakh students who will appear for the JEE Advanced test. The JEE Main was held on 7 April. The qualifying students will write the JEE-Advanced on 2 June to compete for the 10,000 IIT seats in the country.

"I am thrilled to know that I have scored 345 marks out of 360. I am glad to see that despite the new pattern of exam I have topped. I really worked hard for this and now I have to work even harder to maintain this position," said Ranchi student, Anagh Prasad, the topper. JEE Main scores will determine admission to the National Institutes of Technology (NIT) and the Indian Institutes of Information Technology (IIIT) and other deemed Universities. Selection to other Engineering colleges will be done on the basis of a cumulative score of 40% of the normalised marks a student secures in the XII Board marks and 60% of marks obtained in JEE-Main.

"Though this year the entire admission process was revamped, still candidates made their way. I have learnt from my mistakes and I am working on it and definitely do better in the next phase of exams," said a Delhi student Kartik, who scored 325 marks out of 360.

Having cleared the first hurdle in their race towards the IITs, the students aspiring to enter IITs are understandably elated. SNS

JEE (advanced) online registration from May 8 to 13

There is no application fee for female candidates of all the categories

HT Education Correspondent

The registration for the Indian Institutes of Technology's Joint Engineering Exam (Advanced) 2013, the test for admission to courses at all IITs and ISM, Dhanbad, will be through the JEE (Advanced). This year, the test is slated for June 2, 2013.

The eligibility for taking the JEE (Advanced) 2013 will be decided by the candidates' score in the JEE (main) 2013, expected to be available by May 7, 2013. Only the top 1,50,000 candidates, including all categories, who qualify Paper I of JEE (main) 2013 will be eligible to sit JEE (Advanced) 2013.

To write JEE (Advanced) 2013, all eligible candidates should register online at http://jeeadvonline.iitd.ac.in/ or http://jeeadviiitd.ac.in/ between May 8 to 13 May, 2013. After online registration, candidates need to pay the registration fee through a challan (generated during the registration process) of all State Bank of India branches having a core banking solution (CBS) by May 14, 2013. The candidate will be able to pay the fees at the SBI branch a day after the online registration. The fee for GE and other backward classes (non-creamy layer) male candidates is ₹800. The fee for scheduled caste, scheduled tribe, persons with disabilities male candidates is ₹900. There is no fee for female candidates of all categories. Registration is complete only after the payment.
जेईई के नए फॉर्म्युले पर कम्फ्यूजन दूर

विशेष संवाददाता II नई दिल्ली

जेईई में सिंगल टेस्ट के रिजल्ट और मेरिट पर जारी कम्फ्यूजन दूर कर लिया गया है। केंद्रीय एचआईडी मंत्रालय के तहत बनी एकस्पर्श कमिटी ने देश के विभिन्न स्कूल बोर्ड के बीच 12वी के एजाम के आधार पर नॉर्मलाईजेशन के फॉर्म्युले को अंतिम रूप दे दिया है। नए फॉर्म्युले के तहत जेईई की मेरिट लिस्ट में 60 फीसदी माध्य जेईई में सेम्यंबर के बीच 12वी के एजाम के अधार पर दी गई है। जबकि 40 फीसदी माध्य 12वी के एजाम के परसेटैल के रूप में हमारे हाथों में आये हैं। इसके अलावा इन रेटिंग का एडवांस की रूपमें भी कैडिडेट के रूप में इसी रूप से मान्य होगा।

अलाहाबद में होने वाली इंजीनियरिंग कॉलेजों में दाखिल होने के लिए जेईई में 12वी के एजाम के अधार पर हासिल की जानी चाहिए। जबकि आईईटी का रेटिंग के आधार पर होगा। हालांकि उसके लिए बोर्ड एजाम के परसेटैल को भी आधार बनाया जाएगा। हालांकि मंगलवार को आया जेईई में सेम्यंबर का तारीख उसी तिथि 1.5 लाख स्टूडेंट्स के लिए फिल्हाल मायने रखता है, जो आईआईटी में दाखिले के होने वाले अदवांस टेस्ट के लिए एलिजिबल हैं। यह रिजल्ट सीबीएसई द्वारा तैयार किया गया है। जेईई अदवांस एजाम आगामी 2 जून को होगा। गर्ल्स अंड बॉय्स दोनों दिनों के अदवांस एजामके लिए प्राप्त किया जाएगा। उसके बाद दोनों नतीजों को आधार से परीक्षण के लिए फाइलिंग के अनुसार बनाया जाएगा।
अब साईकोलॉजी में बीटेक की डिग्री

रशिम शर्मा

नई दिल्ली। डीयू में 2013-14 से लागू होने जा रहे चार वर्षीय डिग्री प्रोग्राम के तहत साईकोलॉजी की पढ़ाई करने वालों को बीटेक साइंसिकल साइंस की डिग्री मिलेगी। यह पहला मौका होगा, जब कोई यूनिवर्सिटी साइकोलॉजी में बीटेक की डिग्री देने जा रही है।

मंगलवार को डीयू की एकेडमिक काउंसिल की बैठक में फैसला हुआ। साइंस के कई पाठ्यक्रमों को भी मंजूरी मिल गई है। एकेडमिक काउंसिल से मंजूरी मिलने के बाद पाठ्यक्रमों को 9 मई को होने वाली एजिकुलेटिव काउंसिल की बैठक में रखा जाएगा। बैठक बुधवार को भी
Now, master’s to be beginning of PhD

Shreya Roy Chowdhury | TNN

New Delhi: In DU, there are deep changes in the offing for the master’s degree programmes as well. Vice chancellor Dinesh Singh told TOI that the “master’s programme will not be a master’s programme, it will be the beginning of a PhD programme. It is a graduate programme.”

Singh had earlier said the master’s programmes will follow a credit system — a student of DU, who has completed the four-year course, will be able to collect the credits in a year and students from other universities, in two.

But now Singh plans to reduce teaching in the master’s programmes and increase research. A research component has been introduced in the fourth year of the undergraduate programme itself. Last year, the university had floated the innovation projects scheme, under which DU funded projects that students and faculty of a college jointly undertook with some help from experts. Now these projects will also be counted as research and students involved will gain credits for them.

Incidentally, this is exac-
PM ‘to look into’ four-year DU course

NEW DELHI: Prime Minister Manmohan Singh wants to know why Delhi University is “in a hurry” to extend the three-year Bachelor’s degree programme to four years and he will get the matter examined, CPI (M) leader Sitaram Yechury said here on Tuesday.

Mr. Singh assured a delegation of Left and other MPs that he would “get the matter looked into”, Mr. Yechury told reporters after the meeting in Parliament.

When the delegation submitted a signed memorandum seeking his intervention to defer the implementation of the four-year course decision, the Prime Minister asked “why are they in a hurry” to implement it, the CPI (M) leader said.

“Why will a student come to DU if he or she can do a Bachelor’s course in three years elsewhere,” Mr. Yechury asked, while maintaining that any major change in the course pattern “ought to be discussed in Parliament” as DU has been established through an Act of Parliament.

Mr. Yechury, who has moved a special mention on the issue in Rajya Sabha, objected to the “hasty” manner in which the University was trying to implement the four-year system from July and said the move “has not been properly thought through”. He said it also violated the guidelines of the University Grants Commission as it is mandatory that changes in the course structure have to get its nod.

“The four-year programme is being implemented in undue haste and without proper consultation with teachers who are legitimately concerned about the dilution of quality,” the memorandum signed by almost 40 MPs from various parties said.

It also said that no provision has been made for additional infrastructure or teaching posts for the extra year, with over 4,000 teaching posts already vacant.

The MPs demanded the Prime Minister’s intervention to defer the implementation of the proposed four-year course before its ramifications were thoroughly examined through “wider debate and consultation”. -- PTI
New Delhi: Prime Minister Manmohan Singh has been quoted as wondering why Delhi University is in a hurry to introduce a four-year undergrad course replacing the existing three-year programme. He conveyed his puzzlement to a delegation of MPs who met him on Tuesday to urge him to intervene and stop the “rash move”.

The MPs—from the Left and some other parties, including AIADMK—told the media after their meeting that the PM said he would ask the HRD ministry to revisit the decision. The MPs also urged the UGC to intervene and halt its implementation. The delegation, led by CPM MP Sita-ram Yechury, submitted a memorandum signed by 36 MPs to the PM. “We urged him to intervene to defer the implementation of the four-year programme so that its various ramifications can be examined through wider debate and consultation,” said Yechury. He claimed that Manmohan Singh told them, “Why are they doing it in such a hurry?”

The PM assured the delegation he would take up the issue with the HRD ministry. Sources said the ministry, too, was inclined to do a rethink.
Petition filed against DU’s new format

Staff Reporter

NEW DELHI: The Delhi High Court will today (Wednesday) take up for hearing a public interest litigation by a non-government organisation seeking a stay on implementation of the “discriminatory” four-year undergraduate programme (FYUP) by Delhi University from the next academic session.

The petitioner, Sambhavana, an organisation of physically-challenged teachers and students in the Capital, said that the existing design of FYUP was discriminatory as it did not take into account the aspirations and specific needs of visually-impaired students and other print-disabilities.

It stated that if the course in its present form was implemented, the visually-impaired students would suffer irreparable loss as a large number of them would not be able to avail of the proposed benefits from it.

Under the inter-disciplinary programme, students were required to study foundation courses from multiple streams. Two of the 11 foundation courses to be studied over first two semesters would be mathematics and science. In most cases, visually-impaired students were discouraged or practically barred from taking the two subjects after Class XIII, the petition said.

It further said that like most schools in Delhi, the university had not made adequate arrangements for teaching the two subjects to these students. Yet, the new programme has made it compulsory for all the students to study courses that required prior knowledge of science and mathematics, the petition stated.

The university had two options in this case. Either it could exempt these students from studying courses that required knowledge of the two subjects or it could tell them to look for some other universities. In either case, it would be treating them as second class students in complete violation of their fundamental and other legislative rights of equal participation, the petition said.
Academic Council approves 28 courses

Vijetha S.N.

NEW DELHI: Around 28 courses, mostly Sciences and Languages, were approved in the first session of the Delhi University’s Academic Council meeting, which went on for almost 12 hours, at the Vice-Regal Lodge here on Tuesday. While there were protests outside the venue by those opposed to the syllabus and the four-year undergraduate programme itself, the actual dissents inside the meeting was an average six per course out of the 120 members.

“A majority of the arguments were made in respect of whether to give Discipline one (major) status or Discipline two (minor) status to a particular subject or course, for example Physical Education was being recommended for Discipline One but lost by vote and was slotted into Discipline two,” said AC member Rajesh Jha, adding that another interesting development was the decision to make Psychology a B.Tech course so that the student opting to major in Psychology would be taking a course called, “B.Tech in Psychological Sciences.”

“None of the foundation courses came up for approval, I have proposed that these courses which are really too basic must be based only on the grading system and should not be given credits since they are compulsory regardless of interest or aptitude and I will be able to present this on Wednesday,” said Ritu Goelssss, another AC member. She added that for some subjects a lot of the syllabus content for Discipline two was made like an extension of Discipline two and that this had to be disproved.

English, Psychology, Philosophy, Physics, Biology, Chemistry and Zoology are some of the courses approved.

The meeting is scheduled to begin at 9 a.m. again on today (Wednesday) with 26 more courses to be approved.
India, US research gets fresh leg-up

Charu Sudan Kasturi
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NEW DELHI: India and the US will announce eight new pacts between top research universities at a June summit level meet to give fresh impetus to their education diplomacy under the $10 million Singh-Obama 21st Century Knowledge Initiative.

Eight Indian universities will each tie up with an American university handpicked by top researchers in the latest phase of the initiative, named after Prime Minister Manmohan Singh and US President Barack Obama. The universities will collaborate on research projects on climate change, demographic gains, public health, sustainable infrastructure development, renewable energy and agriculture education.

Announced in November 2009 when Singh was invited by Obama as his first state visitor after becoming the President, the initiative is a one-of-its-kind attempt by the two countries to use their strong educational ties for collaborative research – and diplomacy.

The University Grants Commission and the US-India Educational Foundation have each picked four Indian and four American universities for joint projects. The selections — to be announced at the India US Higher Education Summit scheduled for June — represent the second set of projects carefully selected by Indian and US officials and researchers under the Singh-Obama Initiative.

But the initiative is also a part of the joint strategic cooperation between the two “natural partners,” as Obama has called the world’s two largest democracies.

The sectors picked for collaborative research – such as agriculture, climate change, public health and India’s potential gains from its young population – have been sources of tension between the two nations.
Varsities set about arming India to fight cyber attacks

BIBHU RANJAN MISHRA
Bangalore, 7 May

The Centre is fast realising the need to address the increasing number of cyber attacks targeted against India. While a proposal to develop national cyber security architecture is believed to be awaiting the last round of approvals, the government is also taking steps to train cyber security experts.

In January, the University Grants Commission had asked the vice-chancellors of technical universities and institutions in the country to introduce cyber security and information security as subjects at the undergraduate and post-graduate levels. Sources in the know say many universities are developing the course curriculum for these.

Private training organisations are also providing training in these areas. For instance, TEC Council, a US-based provider of training and certifications in information security and ethical hacking, has partnered various training institutions to train students in India.

According to estimates, by 2015, India would require about 50,000 cyber security experts to cater to the growing need to secure cyber space. While China is estimated to have 25 million cyber commandos, the number of cyber soldiers in North Korea is pegged at 15,000.

India is said to be the eighth-most vulnerable country in the world, in terms of cyber attacks. According to government data, in the last five years, 724 government websites were hacked. The attacks appeared to have emanated from Australia, Bahrain, Brazil, Egypt, Germany, Indonesia, Lebanon, Libya, Morocco, Pakistan, Saudi Arabia, etc. According to data available with the Indian Computer Emergency Response Team, the defacement of Indian websites has almost tripled compared to 2007.

"We need to understand the fact that the dependence of the economy and governance in banking, e-commerce, travel booking, electric transfers and payment systems, is growing." The moment you talk about growth in these areas, your first concern is whether the transactions are secure," said Kamlesh Bajaj, chief executive of Data Security Council of India (DSCI), a Nasscom initiative. "So, the trust level in these systems is critical and that trust would come from security," he added.

According to estimates, last year, cyber attacks and frauds led to a loss of about $390 billion around the world. China is the most vulnerable to cyber attacks, with about 40 per cent of all attacks targeted against that country. The US is second. "There is a fear that if a third world war is fought, it would be controlled through computer network," said Akash Agarwal, country manager of EC-Council, India.

In a report to the home ministry and the National Security Council last year, DSCI had proposed the government appoint a cyber security coordinator at the national level. It had also stressed the need of public-private partnerships to respond to cyber attacks.
KANPUR: A PhD scholar, who went missing three days ago after visiting the IIT campus here, has been traced to Delhi via mobile phone surveillance, police said on Tuesday.

A police team has been sent to Delhi to find Neha Jaiswal, 28, who is pursuing PhD in Environmental Science from Chitrakoot University, said Kanpur SP (rural) Manoj Sonkar.

Jaiswal went missing on May 4 after going to the IIT campus to take guidance from professor Nalini Shankar for her research.

Initial investigations revealed that Jaiswal had told some of her friends on the day she went missing that she would be going to Gujarat to meet her boyfriend after visiting Delhi, the SP said.

Police found that after meeting the professor, she had searched information about trains to Gujarat and Delhi on the internet, Sonkar said.

She did not reach home that day, after which her parents lodged a report with Kalyanpur police station.

The IIT administration has maintained that Jaiswal used to occasionally come to the campus and she is not associated with the institute.

"Neha had undertaken a project under professor Nalini Shankar in 2012, and since then, she had been coming to meet her personally for her project," said deputy registrar CP Singh.

Singh said she is not related to IIT in any way.

Police said the IIT administration has told them that it could be a case of a love affair.

PTI
अपनी भाषा के बूते दिखाया दम

नरेन्द्र नाथ || नई दिल्ली

क्या खुब संयोग है कि जिस साल सिविल सेवा परीक्षा में लेखेंज पेपर को लेकर अच्छा-खासा हंगामा हुआ, उसी साल इस परीक्षा की टॉपर हरिता बी. कुमार और चीथा स्थान लेने वाले दोनों वर्गीय मलयालम को बतौर ऑफिशियल सबजेक्ट लेकर ही सफल हुए हैं।

इसके अलावा भी ज्यादातर सफल स्टूडेंट्स के बीच लेखेंज सबसे लोकप्रिय सबजेक्ट के रूप में सामने आया है।

पहले 100 में से 17 स्टूडेंट ने लेखेंज को ही सबजेक्ट के रूप में चुना था। संख्या लोक सेवा आयोग (यूपीएससी) से मिली जानकारी के अनुसार, इस एजन्सी के लिए स्टूडेंट दो सबजेक्ट चुनने होते हैं। ज्यादातर ने एक सबजेक्ट के रूप में किसी न किसी क्षेत्रीय भाषा को चुना।

998 स्टूडेंट्स में लगभग 150 ने लेखेंज पेपर को सबजेक्ट चुना

13 कैडिडेंट्स मलयालम से, तो मैथिली से 9 स्टूडेंट पास हुए

63 ऐसे स्टूडेंट पास हुए, जिन्होंने टेक्निकल डिग्री होने पर भी किसी क्षेत्रीय भाषा को विषय के रूप में चुना।

क्या था विवाद

यूपीएससी ने सिविल सेवा की मुख्य परीक्षा में क्षेत्रीय भाषा के महत्व को कम करते हुए इस साल सेवा लेखेंज पेपर को बतौर ऑफिशियल सबजेक्ट लेने पर पाबंदी लगा दी थी। प्रस्ताव के अनुसार, मुख्य परीक्षा में सिर्फ वही स्टूडेंट लेखेंज को बतौर ऑफिशियल सबजेक्ट ले सकते थे, जिन्होंने उस विषय से डिग्री की पढ़ाई की है। इसके पीछे तर्क था कि इससे वही स्टूडेंट लेखेंज पेपर को ले पाएंगे, जो वास्तव में इस विषय के प्रति गंभीर रहेंगे हैं। हालांकि इसके बाद खुब राजनीतिक विवाद हुआ। आखिरकार सरकार ने बुकना पड़ा और इस प्रस्ताव को वापस ले लिया गया।

हरिता बी. कुमार
Indians don’t have a superiority complex, they are superior: Shahnaz at MIT

Kashika Saxena

Shahnaz Husain shares her experience of visiting Massachusetts and speaking at the Massachusetts Institute of Technology a week after the Boston Marathon bombings.

THE TENSE JOURNEY

This invitation to talk at MIT came in 2010, and I kept telling them that I’ll come. In the meantime, I went to talk at Harvard and came back, and MIT asked me again, so I decided that I’ll do it this year. The situation was tough because the talk was on April 24 and the Boston Marathon bombings happened on the 15th.

I rang up MIT to check what the situation was. They told me they’ve put up the schedule for the talk on their website and a lot of people are expected. So I decided I’ll take the chance and go. It wasn’t easy when I reached there. Even the airport was very tense, and there was very heavy checking. They were going through their procedure, just being very careful. I left on the 22nd, reached New York on the 23rd, and on the 24th I took a car to Massachusetts. MIT called and said the route that one would generally take isn’t right, there’s very heavy patrolling and policing there, so they suggested we take another way. But that route was closed for security reasons, and we ended up taking the one that was riskier.

The cops would stop us every little while. Stop, check, passport. But we finally managed to reach there. The city was very tense, the streets were very quiet, but I was there.

THE TALK

The topic of the discussion was ‘How to create a brand without publicity’ and women empowerment. Another point was that the western world is staggering under synthetic products, and the only option they have is going back to nature and Ayurveda.

It was quite an experience. In the audience, there were 20% students and 80% people who were in the jewellery and fashion industry. Some of them were even 60, 70-year-old people, who come for these talks annually. In spite of what was happening, it was a full house. Many people there asked me why I say that there should be no publicity. I told them that my work is different from theirs. They are selling a product like jewellery or something, so for them advertising is important. In my type of business, I am selling a promise, I am selling India’s civilisation in a jar, which you can’t see. So word of mouth is much more important than an ad.

Because I kept talking about India and how great the civilisation and culture is, and brand India this and brand India that, a lady got up and said, ‘You seem to have a massive superiority complex.’ To her, I said, ‘I don’t have a complex, we are superior.’ And there was huge applause at this. It was totally worth the risk that we took. I was there for 10 days, because after the talk at MIT, I went back to New York, and the Indian Consulate at New York called a huge press meet there, and it was quite amazing.