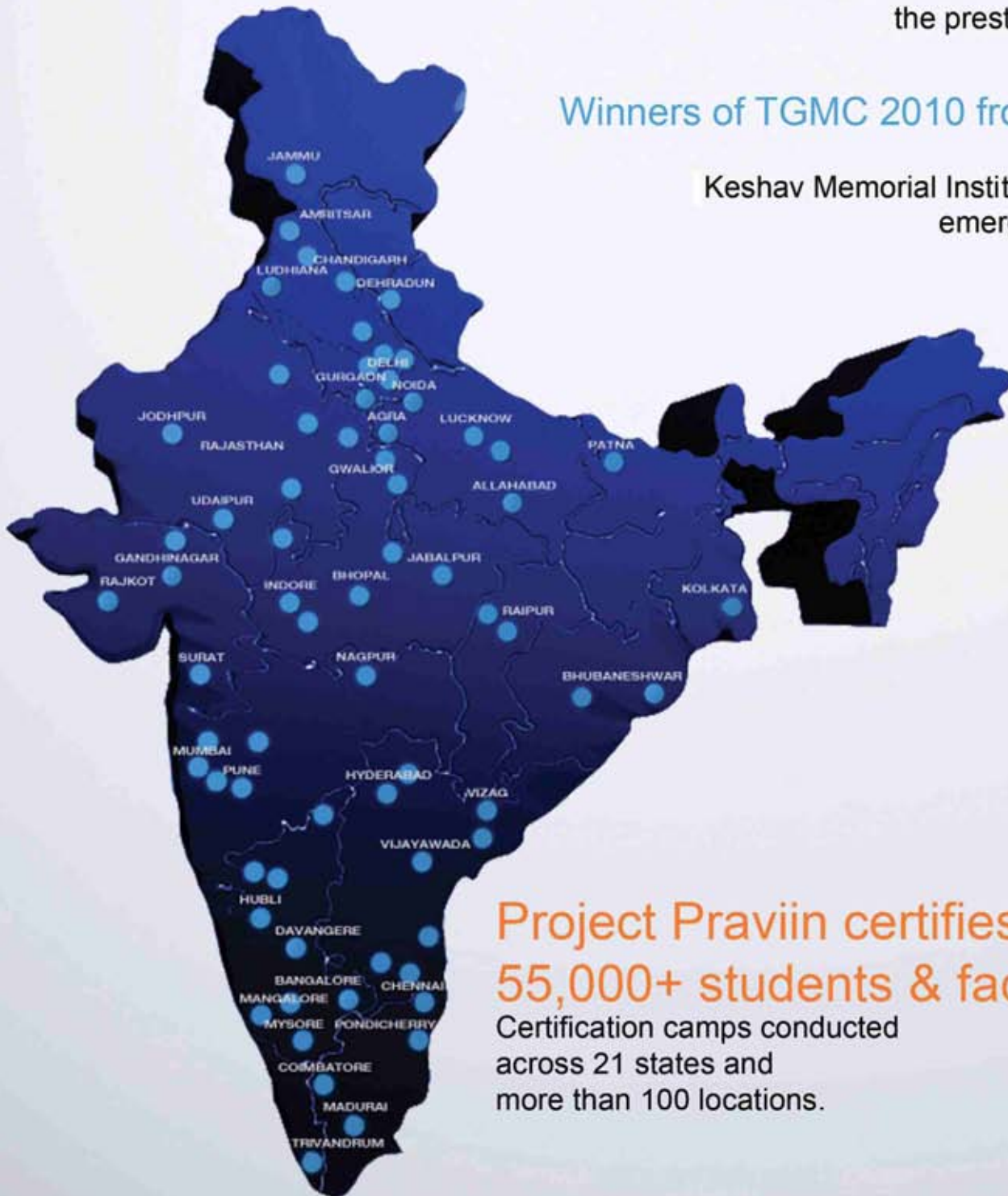


## 2010 Best IBM Software CoE Announced!

MLR Institute of Technology wins  
the prestigious recognition.

## Winners of TGMC 2010 from Hyderabad

Team of two from  
Keshav Memorial Institute of Technology  
emerge as champions.



**Project Praviin certifies  
55,000+ students & faculty**

Certification camps conducted  
across 21 states and  
more than 100 locations.



'Project Praviin' popularly known as an India Academic Initiative Program was initiated in the year 2009, with an aim to empower academia with the necessary on-demand skills pertaining to the current IT industry standards. It was launched under the aegis of IBM Academic Initiative to partner with colleges and universities in India and provide a platform for students to showcase their skills for today and tomorrow.

The Great Mind Challenge, popularly known as TGMC has also been appreciated widely across the nation amongst the engineering students community. The fact that it has been recognized by the Limca Book of Records as the largest contest for engineering students, for the second year in a row, vouches for the fact of the unmatched support we get from academia, year on year.

*Thank you for the great reviews and support for our previous editions of the Academic Initiative Newsletter. We are happy to present to you the fourth edition of the IBM India Academic Initiative Newsletter.*

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Today the industry is looking for ready to deploy (or billable) job skills while Academia is building on theoretical and lab based (so called practical) skills. Neither can compromise these focus areas as these are a necessary part of learning and development of an individual. We at IBM are advocating a stronger focus on curriculum with our approach of preparing Service Scientists. Today's Gen Y student is a demanding young teen, who is a technologist, networker and a collaborator.

When he or she is done with their education, they can be a call center operator, a blogger, sales executive, a techie, teacher or simply a service scientist. We are working with governments and private educationists to provide guidance to universities for building services, research and new curriculum.

Our ability to innovate depends on our ability to hire needed talent. All growing sectors including IT/ITES have a skill gap. If one looks purely at IT, we researched ten most popular job definitions and concluded that we do not produce as many ready-made skilled professionals with a best combination of theoretical and practical skills. Some of these are - Software Quality Management, Application Development using Java, Embedded Systems Development, IT Service Management, Business Analytics Information Management, Enterprise Content Management, Business Process Management, IT Security, Social Software.

Currently 3.4 lakh Engineering (IT) students in India are produced every year under CS/IT. However, the lack of real world project exposure becomes an impediment for many of these students when they start their careers. IT companies recruiting the talent are facing huge challenges as they have to spend considerable time and money to train the young talent pool. As educator Karl Fisch puts it: *"We are currently preparing students for jobs that don't yet exist, using technologies that haven't been invented yet, in order to solve problems we don't even know are problems yet."* So, we need to be mindful of the changing needs of the industry.

We are working closely with select educational institutions and retail educational partners to fill these gaps and address such needs.

Our programs of Training & Certification in various IBM tools & technologies along with a platform of working on projects on real time problem scenarios through The Great Mind Challenge does just that.

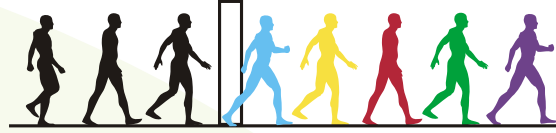
We hope to be a facilitating agent with your help to build a smarter planet.  
Enjoy our 4<sup>th</sup> edition of this newsletter and as always, feedback is welcome.

## Himanshu Goyal

Country Manager, Career Education, Academic Initiative,  
Developer Works & Globalization, IBM Software India/South Asia  
[himgoyal@in.ibm.com](mailto:himgoyal@in.ibm.com)

TGMC 2010 - India's Largest Technical Contest

## Meet The Winners!



# The Great Mind Challenge'10

Initiate Collaborate Innovate

Winners of TGMC 2010 were announced during the felicitation ceremony held in New Delhi at The Leela Palace Hotel on 15th November, 2011. Gracing the occasion as chief guest was Mr. Shanker Annaswamy, Managing Director, IBM India Pvt Ltd. along with Mr. Anil Menon, Director Marketing, Software Group, IBM India. They gave away the prizes to KMIT Chargers from Keshav Memorial Institute of Technology and Science, Hyderabad, who were declared winners of the prestigious contest in recognition of their innovative project submission on the Internet Banking System. The runners up were Scriptocoders from Madras Institute of Technology, Chennai and KP's Eagle Software Solutions from KL University, Vijayawada.



The other categories recognized were  
Top 30 Colleges,  
All Girls Teams,  
Top 10 State Awards,  
Top 20 Teams and  
Drona Award for faculty mentors of the teams.



TGMC 2010 Finalists - <http://ibm.co/tgmc2010finalists>  
Please view the other 2010 felicitation photos at <http://bit.ly/tgmc2010felicitationphotos>

# TGMC 2010 Winners

- Flashback

Congratulations to all the fantastic entries of TGMC 2010. Thousands of entries were received from around the country. Take a look at the last year's winners and the projects they assembled which gave them the winning place.



The Winning Team  
 "KMIT Chargers"  
 Keshav Memorial Institute of  
 Technology & Science, Andhra Pradesh  
 Project Topic - Internet Banking System

Internet Banking is a huge step forward in terms of convenience and safety in the banking world. The customary way of upholding details of different customers in a bank was to enter the details and record them. It is not a practical process for the customer to go to the bank for every in or/major transaction. This is a compelling task for the customers as well as the bankers. Using the Internet Banking System, automation is provided to the banking system through Internet. Internet Banking System is safe as long as you keep your information private. All the customer requires is a PC with an internet connection and internet banking login id, password to use this facility.

Team Members -  
 Mohana Krishna Chaturvedula,  
 Anumula, Kalyan Venkatesh  
 Mentor: Deepa Ganu



1st Runner Up  
 "Scriptocoders"  
 Madras Institute of Technology,  
 Tamil Nadu  
 Project Topic - Chess Master

For all those professionals who want to hone their chess skills and newbies who want to learn the game, this Virtual Chess Club gives more than what you ask for. The famous Elo Rating Algorithm used by the World Chess Federation (FIDE) takes addiction to a new level. When you cannot find a partner you can always play with the Script-O-Bot, who behaves just like a human with his own rating. Gamers can either choose to play a serious rated game or a fun unrated game with anyone from around the world. A private lounge can also be opened where friends can chat, play and challenge. All your games are stored and every move you made, even decades ago, can be viewed as a graphical replay anytime. AJAX has been used extensively in several areas, especially in public chats to produce a smooth and seamless experience even if hundreds are present in the lounge. If all this is not enough, users with even a low resolution webcam can play chess using just hand gestures and no mouse. Cloud technology (Eucalyptus) has been used to massively increase the scalability and fault tolerance of the system enabling it to handle even a million games at the same time.

Team Members -  
 Prasanth Kumar V Ravuri,  
 P D K Pavan Kumar, Karthick Lokala  
 Mentor: Kasula Vankata Durga Kiran

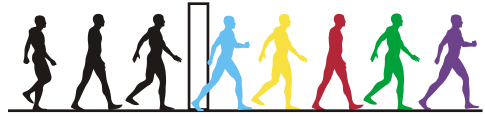


2nd Runner Up  
 "KP's Eagle Software Solutions"  
 KL University, Andhra Pradesh  
 Project Topic - Knowledge Based  
 Community Sharing System

Providing an environment for students/faculty/researchers/industry experts will drive us to make up an online knowledge centre for education and research. The basic idea of KBCSS is to provide an environment for students and faculty of a university to enhance technical skills and to share their knowledge with fellow students or faculty/researchers/industrial experts. It also aims to provide a platform for mutual cooperation between different kinds of users, learning by mining (i.e., previous discussions are a source which is studied). We strongly want to replace the existing e-learning systems of many universities and colleges which are unidirectional i.e., from faculty to students to a bidirectional way i.e., also from student to faculty.

Team Members -  
 Venkateshmat M, Varadhan V V,  
 Suresh Ratnaraj, Satish G  
 Mentor: Rajesh G

# The Felicitations!



The Great Mind Challenge'10  
Initiate Collaborate Innovate

## The TGMC Family



Top 20 Awardees



Top 30 College Awardees

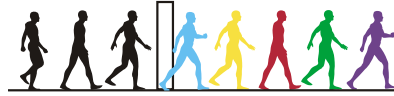


Top 10 State Awardees



Drona Awardees

# About TGMC!



The Great Mind Challenge'10  
Initiate Collaborate Innovate



Find us on page 318 of the Limca Book of Records book 2011 edition.

Every year, the growth and reach of TGMC has increased, seeing a marked increase in the number of students who are keen to participate in such an endeavor.

TGMC is now listed in the Limca Book of Records as the Largest Technological Contest of its kind.

We achieved this distinction when we achieved 111000+ student registrations in TGMC 2009 and in 2010, we again beat it with 150000 registrations, making it 2 years in a row!

The Great Mind Challenge promotes students from engineering colleges from across India in their endeavor to develop solutions, for real-time problems and scenarios using IBM and open source software. Every year, the reach of TGMC has increased, seeing a marked growth in the number of students who are keen to participate in such an endeavor. In fact, TGMC is now listed in the Limca Book of Records as the largest Technological Contest of its kind. Testament to the fact that there is a need in today's competitive world for such an initiative that supports guides and challenges students to higher goals.

For more details & to register for TGMC 2011, please log on to: [www.ibm.com/developerworks/tgmc/india](http://www.ibm.com/developerworks/tgmc/india)

TGMC has been active on social networking sites and we have had extremely great response and interaction between students, mentors and the TGMC team.

LIKE US on Facebook & Orkut

FOLLOW US on Twitter

WATCH US on YouTube

SEE US on Flickr

READ ABOUT US on Wikipedia.

Facebook - <http://on.fb.me/ibmtgmc>

Tweet @ TGMCIndia

Youtube <http://www.youtube.com/user/TGMCIndia>

Flickr - <http://bit.ly/a3s7Ns>

Wikipedia - <http://bit.ly/bmPmsR>

TGMC Archive - <http://bit.ly/anKnwn>

AC Nielson runs an independent study called Campus Track, where they track various activities undertaken by corporates in Campuses. In this study, amongst Computer Science and IT engineering colleges, a majority of 32% of the students have ranked TGMC as the No. 1 activity conducted by a corporate on campus.





Be a part of INDIA's LARGEST TECHNOLOGY CONTEST FOR STUDENTS!



# WHY TGMC!



## The Great Mind Challenge '11 Initiate Collaborate Innovate



### Why do you need to register for TGMC 2011?

Good question. Here's why:

1. Get experienced in the latest technology and become an ideal employment candidate for technology giants across the world!
2. Use **FREE IBM Software** to enhance your skills! After all, free software doesn't come along every day.
3. You may be able to **use your TGMC Project as your final year engineering project** – speak to your college about this.
4. Win fantastic prizes like **IBM laptops and lots more!** So hurry and register now!

**This is your year to shine!**

[ibmtgmc@keystone.in](mailto:ibmtgmc@keystone.in)

To REGISTER & Learn more, please visit:  
[www.ibm.com/developerworks/tgmc/india](http://www.ibm.com/developerworks/tgmc/india)

Toll Free: **1800-425-9366**  
Mon-Fri, 8am-6pm

DOWNLOAD FREE SOFTWARE  
and GET STARTED!

**WebSphere** software **Information Management** software **Lotus** software **Rational** software **Tivoli** software

Register NOW! Visit [www.ibm.com/developerworks/tgmc/india](http://www.ibm.com/developerworks/tgmc/india) for more details



See what the TGMC 2010 finalists posted...



## Share your thoughts



TGMC is doing a great job IBM is contributing well to the students community. Thanks to IBM / TGMC  
Dr.K Siddhappanadu,  
VelTech College

TGMC is a really encouraging competition and has given me a practical experience.  
Anisha Basak  
TGMC 2010 Finalist.

TGMC gave us confidence to explore new opportunities  
Thanks a lot!  
Utkarsh of Team Webdiver  
of TGMC 2010

An Achievement like this changes everything.  
Thanks TGMC !

Team Webdiver of  
TGMC 2010

TGMC is the platform for students to broaden their vision and experience in the real IT industry! Kudds to you.  
Ankita, Faculty, MIET Jammu



project

# praviin

Building Skills - For Today, Tomorrow



IBM Technical Training and Certification infrastructure in India for building skills in academia.

[www.ibm.com/in/projectpraviin](http://www.ibm.com/in/projectpraviin)

#### Objectives

1) To counter the dynamics of this ever-changing educational and professional scenario, IBM Software Group's ISV/DR organization embarked upon a game-changing initiative, 'Project Praviin' in February 2009 under the aegis of the IBM Academic Initiative. Praviin evolved from the Sanskrit version of "Skills", Knowledge".

2) Project Praviin created infrastructure for training business partners and students across multiple locations and established a robust and viable ecosystem to support the initiative through strong linkages between academia, industry bodies, government, ISVs and SIs.

Project Praviin is aimed at bridging the gap between what is taught as part of curriculum in campuses and the real life situations business organizations encounter. Project Praviin also envisages building an ecosystem for Indian IT to thrive across Indian cities and towns. Project Praviin and the ecosystem built as a resultant, is expected to help India reap the benefits of the demographic advantage as well as help 100s of Indian cities participate in the IT revolution.

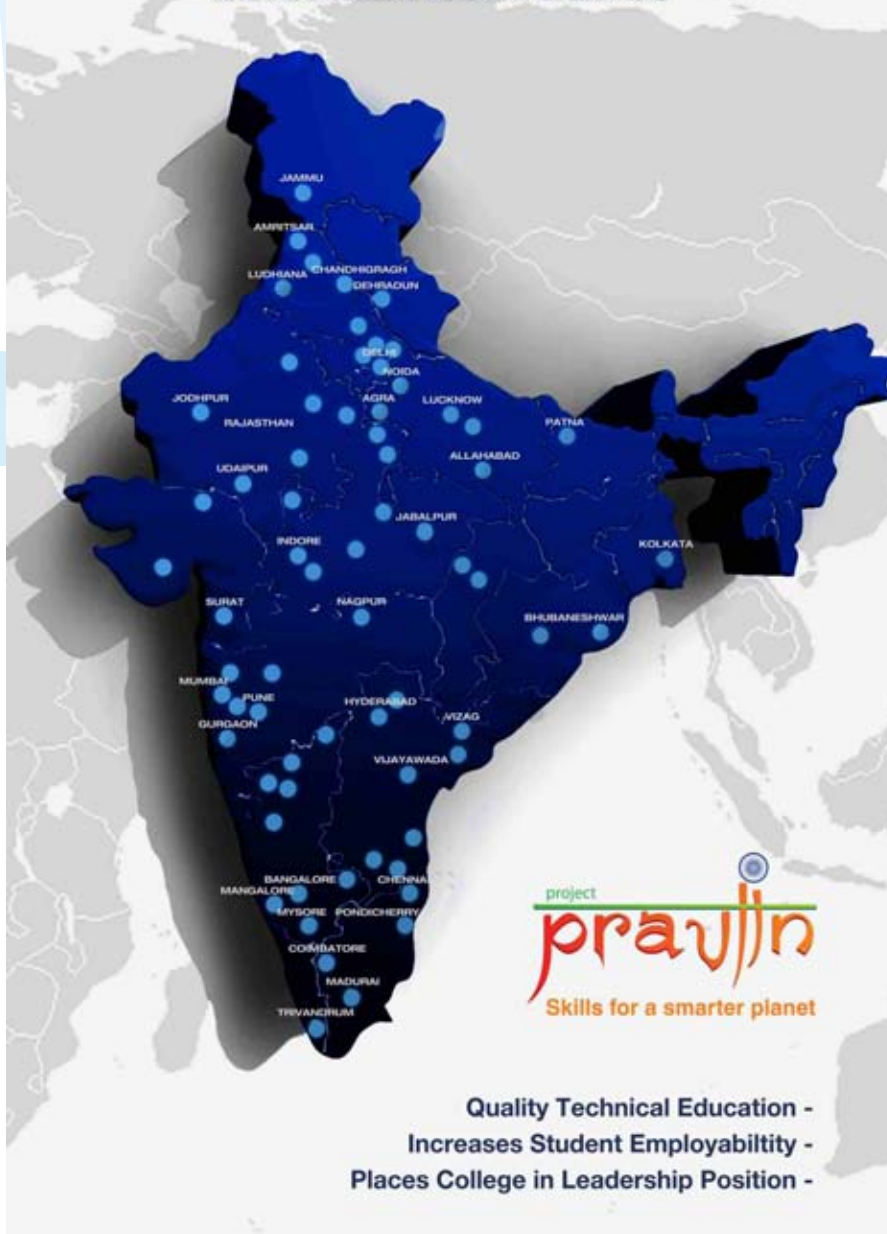
As part of Project Praviin, IBM works with academic institutions to create an environment for training students and IT companies across multiple Indian cities and established a robust and viable ecosystem around Centres of Excellences to support the initiative through strong linkages between academia, industry bodies, government, IT companies and venture capital firms. Under this project, IBM has trained more than 100,000 students and helped certify more than 55,000 students, as well as set up incubation centres across India.

Today, there are around 150 IBM Software CoEs across 100 odd Indian cities through Project Praviin backed by industry-ready curriculum, professional certification and incubation programs. Apart from CoEs, Project Praviin also works with hundreds of other colleges across the country in its mission to build market relevant skills!

## IBM SOFTWARE CENTERS OF EXCELLENCE IN INDIA

NO. OF COE'S - 150

COVERING 21 STATES AT MORE THAN 100 LOCATIONS



## CoEs

As a concrete step to bridge the gap between academia and industry requirement, IBM established Centres of Excellence (CoEs) in select colleges through Project Praviin backed by industry-ready curriculum and professional certification.

A CoE is a physical space in a college that serves as the training and certification hub for IBM in that college. It is a facility for students to work hands-on with IBM Software, pre and post training.

Today, we have around 150 CoEs, covering 21 states at more than 100 locations all over India.

These CoEs are also transforming into local hubs for commercial training, product development for ISVs and BP's.

They also are turning out to be incubation points, as they have ready access to a pool of IBM technology enabled talent.

# Project Praviin

## - Training & Professional Software Certification

The team is glad to announce that over 100,000 student and faculty members have been trained with more than 55,000 of them certified on IBM technologies, as well as a pool of over 400,000 people who are aware of IBM technologies, since the inception of this program way back in 2009.

1,00,000+ Trained Students &  
55,000+ Certified Students  
on IBM Software so far!

### Products Trained & Certified on...

DB2 9
DB2 Academic Associate
RAD
RFT
TDS
Lotus Domino
WID

**Information Management** **Rational.** software **Tivoli** software **Lotus.** Domino **WebSphere.** software

IT professional certification has become an expectation while hiring. Keeping that in mind, IBM Academic Initiative program offers software training and professional certification for students from engineering and MCA colleges.

The advantages of this certification are:

- Global recognition
- Better exposure to creating resumes
- Market ready skill-sets

Project Praviin Team has been working towards increasing the available and pre-trained skills in the market and the facts vouch for us.

I think the efforts of IBM through AI is wonderful and deserves many words of appreciation. I am a very keen observer of seeing improvements in technical know how of our students, particularly on IBM tools and technologies, for which courses were conducted by your expert teams. This program has not only increased their technical knowledge but also generated a special kind of confidence.

Dr. Anurag Srivastava  
Associate Professor  
ABV-Indian Institute of  
Information Technology  
and Management

# IBM BLUE SCHOLAR

## Student Opportunity System (SOS)

Connecting qualified students with leading employers.

SOS is a resume database of students who have achieved an IBM professional certification as a result of passing the certification test.

SOS enables students to post their resumes and reach out to the right recruiters.

Students certified by IBM can post their resume on the following link and be visible to a host of potential employers.

Read More - <http://bit.ly/cy9K5K>

If you know students who are IBM Professional Certified with successful placements in 2009/2010, please let us know.

Write to us with their names, college they graduated from, IBM Professional Certification they hold and the company they are working at. Surprise gifts for those who send them to us.

The criteria to be eligible to be IBM Blue Scholar:  
Should have at least 2 different IBM's Professional Certifications  
Must have submitted a project in IBM's The Great Mind Challenge contest.  
Your college too can be one of them. If your students have atleast 2 different IBM Professional Certifications and have submitted a project in TGMC, please let us know so that we can recognize these students.  
By posting resume online at the Student Opportunity System along with a 'Blue Scholar' tag, the probability that the student could be picked up by the best companies is high.

The colleges which have produced Blue Scholars till date:

College	Location	State	No. Of IBM Blue Scholars
Asia Pacific Institute of Information Technology (APIIT)	Panipat	Haryana	11
Bapuji Institute of Engineering & Technology	Davengere	Karnataka	8
Bharat Institute of Techonology	Meerut	Uttar Pradesh	2
Calcutta Institute of Technology	Howrah	West Bengal	4
Chamelidevi Institute of Technology and Management	Indore	Madhya Pradesh	6
GITAM University	Vishakapatnam	Andhra Pradesh	12
Graphic Era College	Dehradun	Uttarakhand	1
Indo Global College of Engineering	Chandigargh	Punjab	9
International School of Informatics and Management	Jaipur	Rajasthan	1
Jagan Institute of Management Studies (JIMS)	Delhi	Delhi	7
Karpagam College of Engineering	Coimbatore	Tamil Nadu	112
KLN College of Engineering	Svaganai	Tamil Nadu	21
KLN College of Information Technology	Svaganai	Tamil Nadu	3
Maharishi Aarvind Institute of Science and Management	Jaipur	Rajasthan	6
Dr. MGR Educational and Research Institute University	Chennai	Tamil Nadu	15
MLR Institute of Technology	Hyderabad	Andhra Pradesh	3
Poomima Institute of Engineering and Techonogy	Jaipur	Rajasthan	3
Shrimad Rajchandra Institute of Management and Computer Application (SRIMCA)	Bardoli	Gujarat	37
Sona College of Technology	Salem	Tamil Nadu	3
Swami Keshvanand Institute of Technologies	Jaipur	Rajasthan	4
Vignan University	Guntur	Andhra Pradesh	17

# IBM CoE Community for Academia (ICCA) - Ambassador Association

The IBM India Academic Initiative team embarked upon a pan country student ambassador program, where current engineering students at our Centre's of Excellence act as a link between the University/College and the outside IT industry.

They use their own experiences to give students interested in their respective colleges, an idea of what it is like to be a student and be well informed in this age full of information.

## About the Program

Enable CoEs to expand their knowledge base and enhance skill levels on IBM technologies

- Enable IBM CoEs to come together in a common forum to discuss, debate, learn and exchange ideas on technology.
- CoE Feedback – A great two-way communication mechanism between IBM and CoEs.

## Student Ambassadors play a vital support role such as:

- Leading & representing the college campus in the industry, and shoulder the responsibility of making this planet smarter!
- Sharing their experiences with students and motivating them to be part of the industry on various activities.
- Ready to don the mantle of an IT specialist and exhibit the gift of gab!

This program also provides the Student Ambassador with an excellent opportunity to gain valuable work experience - improving skills such as communication, collaboration, team work and working with specialists in the field of Information Technology.

As the Student Ambassador of IBM Academic Initiative, they stand a chance to gain invaluable learning experience and to sharpen skills. The Best Student Ambassador will be selected based on his/her potential, will receive an opportunity to meet people from IBM and interact on a one-on-one basis, be recognized on campus as IBM Representative, be an invitee on IBM program/s, will have his/her name on SA Website, get a certificate and will be eligible for a gamut of exciting prizes.



Student Ambassador  
Community



Few of the students who have done exceptionally well since it's launch are:

Name of the Student	College Name	State
Samhita Khanuja	Banasthali Vidyapeeth	Rajasthan
Divya Bhasin	Banasthali Vidyapeeth	Rajasthan
Ashish Ranjan Mallik	Calcutta Institute of Technology – Uluberia	West Bengal
Kunal Goswami	Calcutta Institute of Technology – Uluberia	West Bengal
Ajit Mishra	Calcutta Institute of Technology – Uluberia	West Bengal
Mukesh Thankur	Calcutta Institute of Technology – Uluberia	West Bengal
Vikas Garg	Chameli Devi Institute of Technology and Management	Madhya Pradesh
Pooja Rajendra Deshpande	D.Y.Patil College, kolhapur	Maharashtra
Neha Jain	IEC College of Engineering and Technology	Uttar Pradesh
Akhand Pratap Singh	IEC College of Engineering and Technology	Uttar Pradesh
Md.Saad Siddiqui	Jawaharlal Nehru College of Engineering	Maharashtra
Tanuj Aggarwal	JSS Academy of Technical Education	Uttar Pradesh
A.R. Sangeetha	K.L.N.College of Engineering	Tamil Nadu
Rahul Singh	Kamla Nehru Institute of Technology	Uttar Pradesh
L Karthik	KL University	Andhra Pradesh
Anushree Jain	Madhav Institute of Technology and Science Gwailor	Madhya Pradesh
Utsah Aggarwal	Madhav Institute of Technology and Science Gwailor	Madhya Pradesh
Afnan	Medicaps – Indore	Madhya Pradesh
Prakshay	Medicaps – Indore	Madhya Pradesh
GV Dharmateja	MLRIT	Andhra Pradesh
Shiny Nickitha Chellam. J	R.M.K. Engineering College	Tamil Nadu
Virendra Singh	Sinhgad Institute of Technology	Maharashtra
Renuka.S	Sona College of Technology	Tamil Nadu
Chetan Anand	SR Engineering College	Andhra Pradesh
K .Phani Madhuri	Sri Prakash Engineering College	Andhra Pradesh
L.Jayanth Kumar	Sri Venkateswara College of Engineering	Tamil Nadu
K Swathi	Vignan University	Andhra Pradesh
Deepak Paryani	Vishwakarma Institute of Technology, Pune	Maharashtra
Priyank Goel	Veer Narmad South Gujarat University (VNSGU)	Gujrat

More details- <http://ibm.co/studentambassadorcommunity>

# In the Spotlight

As the Director of Marketing, Anil is responsible for the Marketing & Communications functions for IBM's Software business across India/South Asia. He moved into this role after a brief stint leading the Industry Solutions Channel covering Commerce, ECM, Enterprise Marketing Management and Industry Products as well as IBM Software's business through Systems Integrators across Growth Markets.

Anil has led the Software Business Partner organization (2008, 2009 & 2010), ISV/Developer Relations (2007-2010) and Software Marketing organizations (2007 & 2008) for IBM across India/South Asia. It was under his leadership that the India/SA Channel as well as ISV/DR organizations were both rated the "AP Team of the Year" for 2010.

Apart from being felicitated with IBM Software's prestigious Management Excellence Award for 2008 in recognition of excellence in consistently demonstrating IBM values, business acumen, passion for business and effective people management, he also is responsible for the successful conceptualization and launch of "Project Praviin". This has infused over 55,000 IBM Software certified professionals in India and facilitated setting up of over 150 Centre of Excellences (CoE) by IBM.

Prior to IBM, Anil was the founder member and CEO of an Information Security Services and Consulting firm – SecureSynergy, which grew to being the region's leader in Managed Security as per Frost & Sullivan for 2006 & 2007. He has also had a stint with Citrix Systems as its Business Development Director for South Asia and Sun Microsystems where he handled the Marketing, Sales and Channel functions. At all his errands he has always been actively involved in significantly contributing to the organizations overall effectiveness through his creativity and business transformation capabilities.

Anil holds a B-Tech Engineering degree in Electronics & Communication, an MBA in Marketing as well as an Executive Leadership Certification from Cornell University.

**Anil Menon**  
Director, Marketing,  
Software Group,  
IBM India/South Asia

You can reach Anil Menon on [anilmenon@in.ibm.com](mailto:anilmenon@in.ibm.com)



# NEWSWIRE

<http://www-07.ibm.com/in/university/aiinnews.html>

## Best IBM Software Centre of Excellence 2010

Awarded to MLR Institute of Technology, Hyderabad, for All-round Performance in IBM Academic Initiatives Training & Certification numbers along with their own faculty participating in evangelizing the sessions, and a good TGMC participation in 2010.



MLR Institute of Technology, Hyderabad

→ The contest for 2011 Best IBM CoE is on!

## TGMC Coffee Table Book *The Release*

During the TGMC 2010 felicitation ceremony, the TGMC Coffee Table Book was launched by Mr. Shankar Annaswamy, Managing Director, IBM India and Mr. Anil Menon, Director, Marketing, SWG. This book showcases the journey of TGMC which a student goes through and gives an insight of many experiences of students, faculty and the industry on how TGMC becomes a collaborative platform for all.





# NEWSWIRE

## TGMC for Business

With TGMC for students gaining popularity, the corporate world wasn't far behind to capitalize on showcasing their talents as well. TGMC for Business aspires to reach out to all the IBM's software customers in India. The Great Mind Challenge for Business Award recognizes visionary IBM clients who have successfully implemented IBM software solutions to create exceptional business value.

**More details - <http://bit.ly/sUa9o3>**

## TGMC for Business 2011 ~ The Winners

With the change in award categories this year The Great Mind Challenge for Business 2011 received some path-breaking nominations!



**The most innovative solution across BFSI, using IBM Software  
Winner: Punjab National Bank**



**The most innovative solution in Automotive, Travel and Transport, using IBM Software & the most innovative solution in IT and ITES, using IBM Software  
Winner: Karnataka State Road Transport Corporation**



**The most innovative solution in Media and Telecom sectors, using IBM Software  
Winner: Vodafone Essar Ltd.**




**The most innovative solution across Consumer Goods and Retail, using IBM Software  
Winner: Marico Ltd.**



**The most innovative solution in the Health and Life Sciences, Natural Resources, Manufacturing and Industrial sector, using IBM Software  
Winner: Hindustan Petroleum Corporation Ltd.**

Please download the softcopy of the book with case studies of the various capabilities of IBM software - <http://ibm.co/tusedT>



## IBM Academic Initiative Team

### **IBM Academic Initiative**

#### New Joinees to the IBM India Academic Initiative Team

It gives us great pleasure to introduce you to Mani Madhukar, who has taken over as the new Technical Lead for North and East of India for the Academic Initiative and Project Praviin program & Lawrence Mohanraj is our newly appointed Regional Manager for the IBM Academic Initiative in South and West, having served in IBM earlier, as a Consulting Services leader.

Mani has around 8 years of experience in Information Technology including 5 years in Academia. He has been associated with companies like Reliance Industries at DAKC- Mumbai, Syntel India Ltd-Pune in infrastructural management and development of web applications. He also has a background of R&D and projects in Mechanical Engineering. while working for SHPL, Eicher Ltd. and SRF.

Lawrence, on the other hand, has experience in providing systems, solutions and services in Information Technology, spans a wide spectrum of client engagements over the past 22 years, cutting across multiple industries both private and government, in India and abroad. A sales person at heart and a huge appetite and aptitude for technology, he is better known for articulating the business benefits of technology to his clients.

#### Academic Initiative Programs

##### QUICK LINKS

Training & Certification  
<http://bit.ly/aKHLxi>

The Great Mind Challenge  
[www.ibm.com/developerworks/tgmc/india](http://www.ibm.com/developerworks/tgmc/india)

Resources  
<http://bit.ly/dbDQYz>

IBM Blue Scholar  
<http://bit.ly/dqA3WX>

Faculty Corner  
<http://bit.ly/bLssBe>

Centre of Excellence  
<http://bit.ly/ae0SyM>

## Contacts:



Malathi Srinivasan,  
Country Leader - Academic Initiative  
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