



IBM Academic Initiative
Providing In demand skills
for an On Demand world

IBM Academic Initiative

Newsletter – Volume 2 (May 2010 – August 2010)

www.ibm.com/in/academicinitiative/

After great reviews and support for the first edition of our newsletter from Academia fraternity, we bring to you the second edition of the IBM Academic Initiative Newsletter.

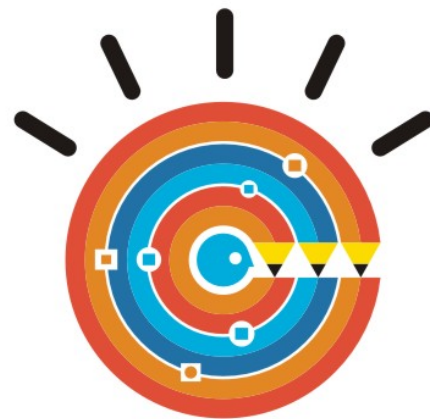
It's our pleasure to share with you the highlights of IBM Academic Initiative achievements during the period May to August, 2010. Thousands of students have been certified on IBM Professional Software and are Market Ready. Apart from the contribution in extending industry support to the academia by providing Free Training & Certification camps at colleges across India, we have also launched TGMC 2010 to help students enhance their skills and understanding of IBM tools and technologies.

Read on for updates on IBM Academic Initiative.

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Schools connect to raise the planet's IQ.



Smarter education for a smarter planet.

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From Himanshu's Desk



Season's Greetings,

I am excited to launch the second edition of the IBM Academic Initiative newsletter. The first edition got us great reviews and support from across

academia for us to continue this.

We are currently involved in helping educational institutions in empowering their students for a smarter education in the country. We are increasing the database of IBM professional certified students by leaps and bounds and with few months to go for this year to end, we have already crossed our last year's number of students certified. This clearly is an example of how important this is for students in today's competitive world and for colleges to provide them with this opportunity.

On August 16th, 2010, we launched TGMC 2010 inviting students to register for India's largest technological contest for engineering students. The industry requires more adaptive innovators – people who possess a level of proficiency in a niche area of specialization along with the requisite soft skills. With work environments becoming increasingly collaborative, The Great Mind Challenge is just the platform needed in helping students enhance their research capability on understanding application scenarios and demonstrate their ability to apply their acquired technical expertise in creating innovative software solutions. This endeavor also ensures that students get to work on next-gen technologies and prepares them for a smarter planet. Please visit www.ibm.com/in/tgmc for more details.

We are also establishing our unique offering of setting up Centres of Excellence in more colleges in continuation to our efforts of last year. A very exclusive offering to few colleges where we sign an MoU and offer great privileges. Please visit www.ibm.com/in/academicinitiative/ for more details.

I am also happy to introduce to you the IBM Rational SEED program which provides students hands-on experience through the latest resources we provide the educational institutes with. An exposure of such investment to students will surely empower them in their placements.

Enjoy our 2nd edition of this newsletter and as always, Feedback is welcome.

Regards,



Himanshu Goyal

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The Great Mind Challenge (TGMC) 2010

Launched on 16th August, 2010.



The Great Mind Challenge'10
Initiate Collaborate Innovate

www.ibm.com/developerworks/tgmc

The Great Mind Challenge (TGMC) is back in a new avatar!

<http://www.youtube.com/watch?v=gKPdCVZScls>

After a superb year in 2009 where we saw more than 100,000 students participating with some excellent projects, this year we're proud to announce the launch of TGMC 2010.

About TGMC

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 open source software. 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. 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 on TGMC 2010, please log on to www.ibm.com/in/tgmc

TGMC has been active on social networking sites as well and we have had extremely great

responses and interactions between students, mentors and the TGMC team on them. Like us on Facebook, Orkut, follow us on Twitter, watch us on YouTube, see us on flickr and read about us on Wikipedia.



Facebook - <http://bit.ly/cuKzFJ>

Twitter - <http://twitter.com/tgmc2010>

Youtube - <http://bit.ly/c7mjWl>

Orkut - <http://bit.ly/9zF3YK>

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

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

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



Himanshu Goyal & Malathi Srinivasan from the IBM Academic Initiative team handing over the Limca Book of Records certificate to Mr. Shanker Annaswamy, Managing Director, IBM India Pvt. Ltd.



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TGMC 2009 Winners - Flashback

Congratulations to all the fantastic entries of TGMC 2009. 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.

Winners

Team "stargazers"

College - Sastra University, Tamil Nadu
Project Topic- Online Library Management Systems



Parents of the team members received the awards from Dr. Y. S Rajan, Principal Advisor, CII and Mr. Pradeep Nair, Director, IBM Software Group, India/SA

Project details:

Project Online Library Management system has analyzed all requirements in detail and used advance approach to include enterprise services. The team has also used Lotus notes for mail services having their own setup of SMTP server, it is one of the innovative step taken by the team. The architecture design was excellent, supported all the functionalities and used all possible IBM technologies. The look and feel of the GUI was very professional and very user friendly. Overall it was an excellent and well crafted project.

1st Runners Up

Team "azuresky"

College - MVJ College of Engineering, Karnataka
Project Topic - Online National Polling



Students & Faculty received awards from Dr. Y. S Rajan, Principal Advisor, CII and Mr. Pradeep Nair, Director, IBM Software Group, India/SA

Project details:

The Project Online National Polling was implemented with all the functionalities defined in project scenario and GIS for maps was used to show the location of each constituency, which made the project a unique one. Result and the report was generated in the XML format using DB2 PureXML features. The approach the team followed was to make Online Voting an easy process for all, which really showed. Team presentation was very good as well.

2nd Runners Up

Team "resilience"

College - Thiagarajar College of Engineering
Project Topic - E-cops



Students & Faculty received awards from Dr. Y. S Rajan, Principal Advisor, CII and Mr. Pradeep Nair, Director, IBM Software Group, India/SA

Project details:

The Project E-cops had a strong usage of J2EE implementation, where the team used most strong components of J2ee like Servlets and EJBs. Usage of Websphere MQ series which is very unique - is used for messaging across multiple platforms - as no teams have used this component, made this one of the factors which led this team to the top of the list.

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The Great Mind Challenge'10
Initiate Collaborate Innovate



TGMC Success Stories

"...TGMC has changed my life.. It was TGMC that made me literally fly. I aboard my first two planes just because of TGMC to attend felicitation. Work hard. Before I came across TGMC, I wasnt even aware of the difference between JSP and JavaScript. But today, I have been able to complete most of the web technologies. Those two TGMC projects have definitely increased value of my resume."

- Praveen Salitra, presently at University of Florida, Gainesville, FL, USA

"Its a really great oppportunity provided by you. I participated in 2008 and 2009 but I was selected in first round only. We have learned so many thing due to TGMC . TGMC workshop was so interesting. I didn't know anything about J2EE even more in java when i started , but there was a zeal to work with TGMC."

- Nikhil Nishchal, currently working as a software engineer

"TGMC has a power to make an Electronics engg student to get trained in software applications in a wise-manner. After finishing this project, I learnt how to architect and design for real time applications. Above all, TGMC has developed a confidence in my work now."

- Shyam Kirubha, team member of the winning team of TGMC 2009

"...TGMC has been nothing more than an addiction in my college..."

- Aswin P., team member of the winning team of TGMC 2009

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TGMC Alumni Group



The Great Mind Challenge (TGMC) Alumni Group is a platform for participants of The Great Mind Challenge from any year.

This space is for TGMC alumnus to share their experience of TGMC in the year that they participated, to get in touch with people and for all new participants to reach out to them for tips and guidance on how to get as far as possible in the competition. There is no better teacher than experience; and IBM AI team saw this as an opportunity to bring together the experienced and the knowledge seeker.

More details of the group - <http://bit.ly/9eWQmO>

IBM Academic Initiative – Training & Professional Software Certification

IBM is working closely with colleges to create industry-ready professionals.

IBM Software Group has initiated the Academic Initiative Program to address the challenge of bridging the widening chasm between class room training and real IT market requirements. The program enables educational institutions to provide world class learning to students making them 'Market Ready'.

The programme aims to:

- Bridge the huge gap between demand and supply for Industry-certified IT professionals
- Facilitate a global model of partnership between industry and academia to drive open standards-based skills
- Support educational institutions to help them develop quality resource materials
- Seamlessly integrate classroom lectures with FREE training

- Provide FREE professional software certification for students on DB2 9, Rational Application Developer, Tivoli Directory Server & Rational Functional Tester
- Build an innovative system of achieving certification on IBM software technologies



60000+ Trained & 24000+ Certified students on IBM Software so far!

Feedback from the real world:

"The organization of such workshops and training programs is highly appreciated by the students and we will take no hesitation in requesting you to organize many such workshops in the future. We are always in search in any such opportunity that'll enhance our knowledge beyond books and offer a practical approach to our subjects. This workshop presents just the opportunity we have been looking for and I ensure an active participation in this and all subsequent efforts taken up by your organization to train the students and lead them towards a brighter career."

Mahek Mody
Student Co-ordinator
Nirma University

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Please find the colleges which have had successful training and certification camps conducted by the AI team in the last year and have contributed in a significant way as we continue to break our own records with the support.

If your college too has success stories to share regarding IBM certification, please write to us and we'll feature you in our next newsletter.

Colleges
Acharya Institute of Technology, Bangalore
Asia Pacific Institute of Information Technologies, Haryana
Bapuji Institute of Engineering & Technology, Davangere
CMR Institute of Technology, Bangalore
Dayanand Sagar College Of Engineering, Bangalore
Graphics Era University, Dehradun
International School Of Informatics & Management, Jaipur
Jabalpur Engineering College, Jabalpur
Karpagam College of Engineering, Coimbatore
KLN College of Information Technology, Madurai
M S Ramaiah Institute of Technology, Bangalore
Maharashtra Academy Of Engineering, Maharashtra
MLR Institute of Technology, Hyderabad
National Engineering College, Kovilpatti
Padmashri Dr. BV Raju Institute of Technology, Hyderabad
PES Institute of Technology, Bangalore
Poornima Group Of Colleges, Jaipur
RMD Engineering College, Chennai
RMK Engineering College, Chennai
Sinhagad Institute of Technology, Lonavala
Sri Krishna College of Engineering and Technology, Coimbatore
Swami Keshvanand Institute Of Technology Management & Gramothan(SKIT), Jaipur
Thiagarajar College of Technology, Madurai
Vignan University, Guntur
Walchand College of Engineering, Sangli



Colleges pan India helping us create pool of skilled resource.

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IBM Blue Scholar Program



The criteria to be eligible for this is:

- Should have at least 2 different IBM's Professional Certifications
- Must have submitted a project in IBM's The Great Mind Challenge contest.

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. Below are the colleges which have produced Blue Scholars till date:

- **Bapuji Institute of Engineering & Technology – 8 Students**
- **Chameli Devi Institute of Technology and Management – 6 Students**
- **International School of Informatics & Management – 1 Student**
- **Karpagam College of Engineering – 33 Students**
- **K.L.N. College of Engineering - 5 Students**
- **Shrimad Rajchandra Institute of Management and Computer Application – 37 Students**

- **Vignan's Engineering College – 17 Students**
- **Graphic Era University – 1 Student**
- **Jagan Institute of Management Studies – 7 Students**

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 for us to recognize these students.

For more details contact malathis@in.ibm.com

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>

SOS currently is proud to have more than 1300 resumes in its database which is growing steadily every month.

If you know students who are IBM Professional Certified with successful placements in 2009, 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.

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IBM Rational SEED program **Hands-on training for engineering students**

Rational SEED program provides students with hands-on experience in software development tools, technologies and practices. SEED here stands for Software Engineering for Educational Development. Many educational institutions lack the resources to provide the latest hardware and software to their students. But in today's rapidly changing business environment, especially in the IT sector, companies look for candidates with first-hand experience.

The program helps computer science professors develop courses that leverage IBM Rational's tools and best practices. In addition to traditional classroom exposure, SEED faculty and students have access to IBM Rational Development Network, or RDN, a Web site that provides targeted software development content and skill-building resources. Through RDN, SEED participants can get free downloads and upgrades for IBM Rational tools, share research results, publish papers, and communicate with participants at other institutions as well as with IBM Rational customers. They can also attend IBM Rational Webinars which discuss future trends and technical advances in software development.

Benefits:

- Enables your students to become hireable assets for organizations.
- Overall standard of faculty and student performance increases.
- Your institute can look forward to tech-savvy, bright alumni as future enrollments.


Why should you value SEED?

The primary focus for a college these days is to prepare students for software development careers and the Software Engineering for Educational Development initiated by IBM does just that.

After speaking to several recruiters who specialize in high-tech placements, we found that it's back to the basics -- hiring skilled graduates who have experience with state-of-the-art software development products. In recent years, recruiters have been asked to find candidates who are proficient technicians, but who are also competent in interpersonal skills, leadership, learning agility, team building, and other areas. While those qualities are commendable and desirable, at the end of the day, businesses need people who can step in and be productive very quickly.

For more details:

Visit our website <http://bit.ly/9Bxbi7> Or write to pdasgupta@in.ibm.com



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Profile of the Quarter

Starting with this edition, we will be profiling one prominent IBMer in our newsletter, so that you can get to know our technology/business leaders better.



Stephen Gold VP Worldwide Marketing at SPSS, an IBM Company

Stephen has a twenty year winning track record of leading successful enterprises, building businesses, and creating liquidity events across industries (hi-tech, manufacturing, software and services) and geographies (domestic and international management experience) for both high growth private and billion dollar publicly traded corporations. This includes executive leadership oversight for 3 mergers and acquisitions, 1 initial public offering (IPO) with a secondary, and a turnaround. Proven leadership skills cross strategic and tactical business boundaries with business process acumen adaptable to NYSE traded companies and entrepreneurial environments.

Stephen joined SPSS, an IBM Company, in 2009 bringing a diverse set of executive level experiences in cross functional roles and industries including enterprise software, market research, technology, and retail. In his current role as Vice President of Global Education, Stephen has worldwide responsibility for the divisions largest revenue segment, selling to K-12 as well as higher education in over 60 countries. Prior to taking on the global education role he

was Vice President for Worldwide Marketing at IBM SPSS which included product marketing, demand marketing and marketing communications (MARCOM). Prior to SPSS, Stephen was President of the Aberdeen Group, a publically traded market research organization covering a broad mix of twenty six distinct technology markets.

During his seven year tenure as President and CEO of Azerity, an enterprise class price management software application, Stephen oversaw day to day operations and established strategic direction, resulting in the successful sale of the company. As CMO of Digital Market, now part of Oracle, he was instrumental in establishing the company's product road map, positioning, and go to market strategy. Stephen holds a B.S. in Mechanical Engineering from the University of Illinois at Champaign-Urbana and graduated with distinction from Carnegie-Mellon University with an MBA. He has appeared on CNN and is a featured speaker at various analyst conferences and universities.

You can reach Stephen Gold on segold@us.ibm.com

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<http://www.linkedin.com/pub/stephen-gold/0/279/7a0>

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NEWSWIRE



AI News section on [ibm.com](http://www-07.ibm.com/in/university/aiinnews.html)
<http://www-07.ibm.com/in/university/aiinnews.html>

IBM to start 75 CoE across India <http://bit.ly/cr4MKV>

IBM has announced that it will be establishing 75 new Centres of Excellence (CoE) at engineering colleges across 60 cities in India. In 2009 too, IBM set up over 75 such CoEs across the country, and with this the total number of CoEs across the country will go up to 150 by end-2010.

These new CoEs will be spread across 20 states and will be selected from the top 300 engineering colleges in the country.



“Apart from providing training, certification and software which is free of charge to these colleges, IBM plans to take the CoEs to the next logical level of converting them into Incubation Centers, to bolster software skills and ensure industry-ready professionals. Under this concept, the company aims to work towards creating a bridge between the industry and academia by creating a programme where industry can use the CoE set up and the certified resources in the college to create innovative software projects and proof of concepts,” said Himanshu Goyal, Country Manager, Career Education, Academic Initiative, Developer Works & Globalization, IBM India/South Asia.

Please visit <http://bit.ly/ae0SyM> for more information on our CoE's

Preference for DB2 Software by colleges

Testimony to the fact...

“...Computer Science Department of DR MGR Educational & Research Institute, Chennai, would like our students to take up IBM DB2 730 Training & Certification in the 3rd or 4th week of July 2010...DB2 hereafter will be part our Curriculum .i.e the DBMS Laboratory subject will hereafter be conducted thru DB2. So We plan to get some more faculties trained so that the DBMS lab paper can be efficiently conducted. Having hands on with DB2 lab, the students certified in 730, can find it easy to take up certification of next levels.....”

Dr.V.Cyril Raj
HOD - Dept of CSE
Dr. MGR Educational Research Institute
Chennai

CMR Institute of Technology, Bangalore - one of the best colleges in Bangalore has also decided to shift towards DB2 for all their RDBMS lab practices in Computer Science Department.

“We are going to use DB2 for the coming batch...”

Prof. Rachna
CMRIT
Bangalore

Course Curriculum Inclusion

SIT Tumkur , a well reputed and an Autonomous Engineering Institute in Karnataka has included DB2, RSA,RFT, Infosphere Warehouse , ITSM , Cognos in their curriculum.

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IBM Academic Initiative ventures into Kerala

The IBM AI Team inaugurated 2 Centres of Excellence in Kerala at **Marian Engineering College**, Thiruvananthapuram & **Saintgits College of Engineering**, Kottayam. It is significant as this is the first strategic relationship IBM will be nurturing with academic institutions in Kerala.



Baba Banda Singh Bahadur Engineering College, Fatehgarh Sahib, Punjab



Maharishi Arvind Institute of Engineering & Technology, Jaipur, Rajasthan



Other CoEs Inaugurated in this Quarter

ABV-Indian Institute of Information Technology and Management, Gwalior, Madhya Pradesh



Jaipur Engineering College and Research Center, Jaipur, Rajasthan



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Shekhawati Engineering College, Jhunjhunu,
Rajasthan



Introducing IBM InfoSphere e-Discovery Analyzer to Indian Law Schools

The Academic Initiative team in India have now ventured into educational institutes which are providing legal courses to enable students to be more tech savvy and reap the benefits of technology for smarter legal systems.

Please write to us if your college too wishes to be a part of this.

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.

Started in 2009, we received 130 nominations and registrations now are open for 2010.

More details - <http://bit.ly/cEtmBQ>

TGMC for Business Winners - 2009

Most Innovative Solution Using Lotus Software Winner : Indian Farmers Fertilizers Cooperative Limited (IFFCO)



Most Innovative Solution Using WebSphere Software Winner : Federal Bank



Most Innovative Solution Using Information Management Software Winner : Konkan Railway Corporation Limited



Check out more winners here - <http://bit.ly/bXeP2S>

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Academic Initiative Programs

QUICK LINKS

Training & Certification

<http://bit.ly/aKHLxi>

Faculty Corner

<http://bit.ly/bLssBe>

Centre of Excellence

<http://bit.ly/ae0SyM>

The Great Mind Challenge

www.ibm.com/developerworks/tgmc

Resources

<http://bit.ly/dbDQYz>

IBM Blue Scholar

<http://bit.ly/dqA3WX>

Contacts



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If you are seeking information on TGMC, Academic Initiative Training & Certifications, IBM Blue Scholar, any other special offering which we have, please mail malathis@in.ibm.com. Kindly ensure you share the details of the college name and if the college is an IBM Academic Initiative partner or a CoE as well for us to respond at the earliest.

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