

## COVER STORY

# Choosing for tomorrow

Students are breaking **away from the herd** to join courses that will have relevance in the future

By Vandana

**H**ave you heard of Remington typewriters?" asked a psychologist. "The student community today does not want to become typewriters, they want to be relevant in future as well, and that is the biggest trend."

In a country where decisions on what and where to study are based on family pride, peer group influence, money matters and, these days, heart over mind, things are changing. A new trend has started where students while listening to their heart are also choosing courses that will be in demand in the future.

Industry acceptability has become the norm in education and students are carefully picking courses that will guarantee secure careers. The reason being that students today are more informed than they were half-a-dozen years ago, thanks to the growing exposure to media. The Gen-X is no longer content only with brand names of marquee colleges. In fact, they are exploring new institutions of learning to be future ready.

Although medicine and engineering continue to play in the minds of most students across the country, a remarkable shift is happening. Now, biology students are looking at other related areas such as biotechnology, bio-informatics and microbiology, which are going to be of immense potential in the days to come.

Meet Swati S. Kumar, a biotechnology engineering student at Amity School of Engineering and Technology, Noida. Swati was interested in biology, but did not want to become a doctor. She chose biotechnology engineering which uses engineering process to develop new medicines. Swati plans to do an MTech. in genetics after that.

Biotechnology has huge potential, with a number of public and private funded programmes focusing on drug development. The total market is estimated to be worth \$100 billion. It has applications in industries ranging from drug research to environment control, waste management, food processing and chemicals.

A clutch of management students,





too, are bullish on biotechnology. MBA student Sarvpriya Deshmukh is doing a super-specialisation in biotechnology, along with her main specialisation, finance. Sarvpriya is aiming at a senior managerial level position at a drug major after she finishes the course. "After doing BSc. in biotechnology, I was looking for a course that could give me insights on the biotech business. And, although I am interested in research, I would like to move up the managerial ladder," says Sarvpriya.

MBA in biotechnology is not offered by many colleges in India. Foreign universities are the usual learning ground for such courses. But, institutions are waking up to its potential and including it in their offering. Pune University's Department of Management Sciences and a few others offer the programme. Information has become the biggest weapon in hands of students. A lot of career decisions these days are taken on the basis of news emanating out of various quarters.

It is news that has brought some of the out of favour streams back into vogue. Law, for example, was not on the radar of many students, because of the unpopular image of lawyers sitting with their typewriters outside courts. But, law has become one of the most coveted courses now.

"Be it the 2G scam or the Vodafone case, judiciary has played a very important role and has given some milestone judgments. I liked reading about crime and scam stories, that is how I developed a liking for the legal profession. Given its application in various domains such as business, society, crime, it has a good scope", says Ashwin Jagdale, who appeared for a law entrance test recently.

The five-year programme in law, after Class 12, has been attracting a lot of students every year. The demand for corporate lawyers and companies setting up their own legal teams have certainly given it a boost.

"We had

## THE WEEK - HANSA RESEARCH SURVEY 2012

### TOP 25 COLLEGES

### ARTS

1	Lady Shri Ram College for Women (LSR)	Delhi
2	St Stephen's College	Delhi
3	Loyola College	Chennai
4	Hindu College	Delhi
5	St Xavier's College	Mumbai
6	St Xavier's College	Kolkata
7	Miranda House	Delhi
8	Christ University	Bangalore
9	Fergusson College	Pune
10	Stella Maris College	Chennai
11	Hans Raj College	Delhi
12	Sophia College for Women	Mumbai
13	Ramnarain Ruia College	Mumbai
14	Presidency College	Chennai
15	St Joseph's College	Bangalore
15	Nizam College	Hyderabad
17	Ramjas college	Delhi
18	Sri Venkateswara College	Delhi
19	K.J. Somaiya College of Arts and Commerce	Mumbai
20	Mount Carmel College	Bangalore
21	Gargi College	Delhi
22	University College for Women, Osmania University	Hyderabad
23	Symbiosis Society's College of Arts and Commerce	Pune
24	St Xavier's College	Ahmedabad
25	Madras Christian College	Chennai

Base: Experts: 89 | Aspiring Students: 107 | Current Students: 211 | Total: 407

GRAPHICS: N.V. JOSE

## I liked biology, but did not want to become a doctor. So, I chose biotech. What next? MTech in genetics.

**SWATI S. KUMAR**  
Student, Amity School



12,000 applications this year, compared with 8,700 last year, for 70 seats. The Combined Law Admission Test by 14 law universities has seen significant traction as the number of applications is going up every year. And, although we have majority of students coming from arts background, science and commerce students are also applying in big numbers," says Dr Srikrishna Deva Rao, professor and registrar, National Law University, Delhi. National Law University has its own entrance test—All India Law Entrance Test.

"I come from a family of engineers, but I was not interested in taking up that career.

The best part is that a lawyer has a very large universe to work for and can make a differ

ence to society. I want do activism, labour issues being very close to my heart," says Monalisa, a fourth-year student at NLU.

Winds of change might have made unconventional courses the new favourite for students, but conventional courses have not been wiped out. They co-exist and are as much liked by students. Delhi University's commerce and economics courses are among the most liked. There is a mad scramble every year as students rush to get a seat in the top colleges. Economics, especially, is taken by a lot of students planning to make a career in the financial stream or those wanting to sit for civil service exams.

"I want to study actuarial science at the postgraduate level and having economics helps me in the preparations, as risk management is an essential component of both the courses," says Moumita Nath, who is pursuing economics from Hansraj College, Delhi.

**Dr Rohini Somanathan**, professor, Delhi School of Economics, feels that while MBA blocks other career options such as research and academics, with economics one has a lot to choose from. This could be in the form of jobs with corporates, government bodies and development agencies.

Anjana Shekhar, an aspiring chartered financial analyst, comes from a family which has a textile business. Despite several attempts by her father, Anjana could not develop a taste for textile designing. She was instead interested in the maths of it. "I have a keen interest in business. I opted for commerce so that I could learn the basics," says Anjana, a student of Christ College, Bangalore.

Apart from economics and commerce, English is a preferred option among students. "There is going to be a huge rush for English honours this time, with lowering of the cut-off for the Common Aptitude Test for English to 45 per cent. English continues to be one of the most solicited courses in arts," says Dr Minoti

## Charting a fresh course

**F**or those who do not want to study the traditional physics, chemistry, marketing and commerce, there is a plethora of new and innovative courses out there. A sampling:

### SCIENCE

**Microbiology:** If the world of micro-organisms really interests you, then this one is for you. Microbiology finds application in pharma, food and chemical industries.

**Biotechnology:** It amalgamates biology and technology to derive productive results from biological organisms through technological applications. Biotechnology is used for food production, food storing, environmental conservation and preservation, development of important life saving drugs and vaccines.

### Bio-informatics:

It is the application of computer technology to the management of biological information. Computers are used to gather, store, analyse and integrate biological and genetic information, which can then be applied to gene-based drug discovery and development.

**Genetics:** The field has gained immense importance in the last few years. Genetics deals with the study of genes and DNA. Some institutes also offer programmes in genetic engineering.

**Material Science:** It is the study of metals, ceramics, composites, polymers and semiconductors. This programme gives you an opportunity to master not only the science of materials and their properties, but also the engineering skills needed to design novel materials and to process them for applica-

tions as diverse as jet engines, solar cells, electronics, sensors, lasers, micro-mechanical systems and bio-medical devices.

Students can also consider other options such as environmental science, geology, forensic science and nutrition.

### ARTS

There have not been many innovations in art subjects, but BA in foreign languages has become quite popular of late. Jawaharlal Nehru University offers BA in Spanish, French, Arabic and many other foreign languages.

### COMMERCE/MANAGEMENT

**Financial analyst/planner:** The chartered financial analyst programme is quite a favourite with finance buffs. Those interested in personal finance and wealth management can also look at a chartered financial planner programme.

**Specialised MBA:** Business schools are offering new specialisations in health care,

energy management, agriculture and manufacturing management. Apart from these, entrepreneurship course is gathering a lot of steam as students are looking to start their own ventures.

**Design:** Product design which includes furniture design and accessory designing is gaining popularity among students as the market for lifestyle products grows in India. Automobile designing is another area of interest with India emerging as a global auto hub.

**Performing and visual arts:** It comprises painting, sculpture, arts history and aesthetics, applied arts and traditional arts, while different forms of classical dance, classical music, theatre and drama come under the umbrella of performing arts.



## TOP 25 COLLEGES

## BUSINESS MANAGEMENT

1	IIM	Ahmedabad
2	IIM	Kolkata
3	IIM	Bangalore
4	Xavier Labour Relations Institute (XLRI)	Jamshedpur
5	IIM	Lucknow
6	IIM	Indore
7	Faculty of Management Studies, Delhi University (FMS)	Delhi
8	IIM	Kozhikode
9	S.P. Jain Institute of Management and Research (SPJIMR)	Mumbai
10	Jamnalal Bajaj Institute of Management Studies (JBIMS)	Mumbai
11	Narsee Monjee Institute of Management Studies (NMIMS)	Mumbai
12	Management Development Institute (MDI)	Gurgaon
13	Symbiosis Centre for Management & HRD	Pune
14	Indian Institute of Foreign Trade (IIFT)	Delhi
14	Symbiosis Institute of Business Management (SIBM)	Pune
16	Institute of Management Technology (IMT)	Ghaziabad
17	K.J. Somaiya Institute of Management Studies & Research	Mumbai
18	ICFAI Business School (IBS)	Hyderabad
19	Institute of Management, Nirma University	Ahmedabad
20	Department of Management Studies, IIT Delhi	Delhi
20	Xavier Institute of Management (XIMB)	Bhubaneshwar
22	Shailesh J. Mehta School of Management, IIT Bombay	Mumbai
23	National Institute of Industrial Engineering (NITIE)	Mumbai
24	Institute of Rural Management Anand (IRMA)	Anand
25	Mudra Institute of Communications (MICA)	Ahmedabad

Chatterjee, principal, Kamla Nehru College for Women, New Delhi.

Unlike arts, however, science subjects are not that popular, feels career counsellor Usha Albuquerque. Unless a student plans to go for higher studies or civil

services, they tend to take up professional courses in science such as biotechnology.

The perennial favourite among undergraduate students for management

studies continues to be BBA (Bachelor in Business Administration), but there again variations have come in. Some colleges are offering specialised BBA in banking and insurance, tourism and family business management.

“One still needs to do an MBA after this, so there is no great advantage. However, you do get a flavour of the industry,” says career expert Parveen Malhotra of Career Guidance India.

There are institutes that offer BSc. honours in Business Management on the lines of management courses abroad.

“The best part is that it is not

#### Different path:

Coming from a family of engineers, Monalisa chose law

just any other BBA programme. Our course material is a mix of BBA and BCom. and that is what I like most. I am getting to study two programmes in one,” says Rohit Yadav, a first-year student at IILM, Gurgaon.

Experts say that core specialisations in MBA are the most important ones because it teaches you about critical areas of business. The new specialisations such as retail or IT have not seen much interest as a majority of students go for the core areas.

“Although pure finance MBA is always in vogue, some of these specialisations, if done from a reputable institute, will find great acceptance in future. For example, it has been proven that doctors cannot run hospitals; you need managerial skills. Going by the increasing number of large multi-speciality hospitals, MBA in healthcare management will be in demand,” says Dr Aman Agrawal, director, Indian Institute of Finance.

Similarly, real estate and infrastructure need project management expertise. An MBA in infrastructure equips you with the technical as well as business aspects of the sector.

Design with its various specialisations has emerged as a lucrative career option for students right after school. While fashion designing is still a favourite, other areas such as accessory designing, footwear designing and interior designing are also attracting good number of students.

Chandni Gupta is studying accessory designing at the National Institute of Fashion Technology, Delhi. “My father is into metals business so I have seen him creating things. I never wanted to get into clothing because I discovered that I am not great with human figures. Accessory designing has so much scope in the sense that you can create from things around you like wood, metal, plastic and glass,” she says.

Psychologist Pankhi Arora says, “You might not land up a fantastic job or high flying career immedi-



## TOP COLLEGES

## BUSINESS MANAGEMENT

26	Birla Institute of Management Technology (BIMTECH)	Noida
27	Amity Business School	Noida
28	Loyola Institute of Business Administration (LIBA)	Chennai
29	Christ College Institute of Management (CCIM)	Bangalore
30	Faculty of Management Studies, Banaras Hindu University	Varanasi
31	TA Pai Management Institute (TAPMI)	Manipal
32	Goa Institute of Management (GIM)	Goa
33	Sydenham Institute of Management Studies	Mumbai
34	L.N. Welingkar Institute of Management Dev. & Research	Mumbai
35	Department of Management Studies, IIT Madras	Chennai
36	Bharathidasan Institute of Management (BIM)	Tiruchirapalli
37	Vinod Gupta School of Management, IIT Kharagpur	Kharagpur
38	Department of Management Studies, NIT	Tiruchirapalli
39	Department of Business Management, Osmania University	Hyderabad
40	Lal Bahadur Shastri Institute of Management (LBSIM)	Delhi
41	International Management Institute (IMI)	Delhi
42	IIM	Ranchi
43	IIM	Shillong
44	Fore School of Management	Delhi
45	PSG Institute of Management	Coimbatore
46	Department of Management Studies, IIT Roorkee	Roorkee
47	Xavier Institute of Social Service (XISS)	Ranchi
48	Tata Institute of Social Sciences (TISS)	Mumbai
49	Institute for Financial Management and Research (IFMR)	Chennai
50	Department of Management Sciences, Univ. of Pune	Pune
51	Vellore Institute of Technology (VIT University)	Vellore
52	Alliance School of Business	Bangalore
53	Acharya Institute of Management Studies (AIMS)	Bangalore
54	BITS	Pilani
55	Xavier Institute of Management & Entrepreneurship	Bangalore
56	Balaji Institute of Modern Management	Pune
57	SIES College of Management Studies	Mumbai
58	St Joseph's College of Business Admn.	Bangalore
59	Apeejay School of Management	Delhi
60	Jaipuria Institute of Management	Noida
61	Indian Institute of Social Welfare & Business Management	Kolkata
62	Indira Institute of Management	Pune
63	Accurate Institute of Management and Technology	Noida
64	SDM Institute for Management Development	Mysore
65	G.L. Bajaj Institute of Management & Research	Noida
66	Institute of Management Technology	Nagpur
67	IFIM	Bangalore
68	School of Communication & Management Studies	Kochi
69	Institute of Public Enterprise	Hyderabad
70	IIMT College of Management	Noida
71	N.L. Dalmia Institute of Management Studies and Research	Mumbai
72	Balaji Institute of Telecom Management	Pune
73	Rajagiri Business School	Kochi

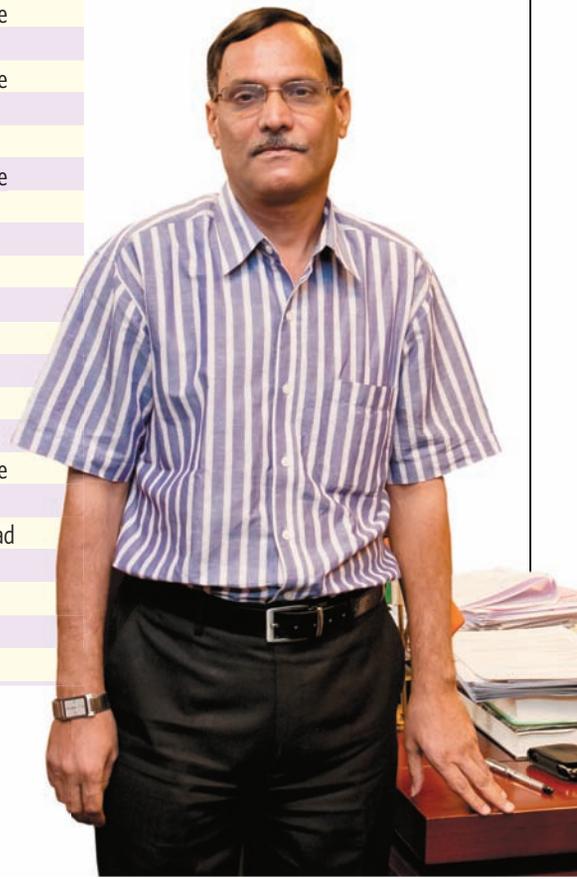
ately after these courses. But, the joy that you have created something is matchless. If thinking out of the box, thinking new and differently is your forte then one should go for it."

Improved lifestyle and increasing purchasing power have created a need for such professionals. Every year, there are a huge number of applications because there are very few design institutes in India. National Institute of Design is the premier design institute offering a plethora of design courses. IITs, too, offer courses in industrial design.

Automobile designing, of late, has been seeing a lot of interest. The automobile sector in India is witnessing growth like never before, be it passenger cars, utility vehicles or

**Although majority of law aspirants come from the arts, science and commerce students are also applying in big numbers.**

**DR SRIKRISHNA DEVA RAO**  
Registrar, NLU, Delhi



## TOP COLLEGES

## BUSINESS MANAGEMENT

74	Indian Institute of Forest Management (IIFM)	Bhopal
75	Chetana's Institute of Management and Research	Mumbai
76	IIPM	Delhi
77	New Delhi Institute of Management	Delhi
78	Institute for Technology & Management (ITM)	Mumbai
79	Amrita School of Business	Coimbatore
80	Lala Lajpatrai Institute of Management	Mumbai
81	MATS Institute of Management & Entrepreneurship	Bangalore
82	Institute of Management Studies (IMS)	Noida
83	Aurora's Business School	Hyderabad
84	Army Institute of Management	Kolkata
85	Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering College	Chennai
86	Vel Tech Rangarajan Dr. Sanguthala R & D Institute of Science and Technology	Chennai
87	Jaipuria Institute of Management	Jaipur
88	IIMT Engineering College	Meerut
89	School of Management, Sri Krishna College of Engineering and Technology	Coimbatore
90	CMS Institute of Management Studies	Coimbatore
91	Saveetha School of Management (SSM)	Chennai
92	Vel Tech Ranga Sanku Arts College	Chennai
93	Sona School of Management	Salem
94	Happy Valley Business School	Coimbatore
95	People's Institute of Management & Research	Bhopal
96	Nehru School of Management	Thrissur
97	St Joseph's PG College	Hyderabad
98	Vel Rangarajan Sakunthala College of Mgt & Science	Chennai

commercial vehicles. The presence of global players has ensured that customers get refined taste in vehicle design.

Abhay Shrikhande opted for automobile designing purely out of his fascination for cars. "Though people advised me to pursue automobile engineering, it is the vehicle design that attracts me most. I used to have fancy car wallpapers and always thought about their design," says Abhay, a student of automobile design at Maharashtra Institute of Technology, Pune.

Among vocational courses, journalism and mass communication figure prominently in students' course lists. Earlier, it was master's in mass communication that was opted by most students, but now students are taking it at the bachelor's level, showing more seriousness towards

the subject. The power of the media and instant fame that it offers draw students in large numbers. Some also view it as a glamorous option and a stepping stone to filmdom.

Career experts feel that a large portion of the media industry is hyped. "In terms of growth prospects, the media industry has expanded across print, broadcast, radio and the web, creating opportunities for individuals. But, students must keep in mind that the fame and success of media professionals that is usually portrayed is not instant," says Arora.

Dhanya Venkatesh, a first-year bachelor of journalism student at Kamla Nehru College for Women, says, "Mass communication was an easy choice for me because I like writing. Plus, where would have I got an opportunity to interact with people from various sections of

## How not to select a career

◆ I scored 85 in mathematics, so science is my thing.

Students tend to overlook the fact that a high score in mathematics might also mean a strong analytical ability which will yield success in trade and commerce.

◆ All my friends are choosing X stream, so, I, too, must follow suit. Do not follow the herd. What might be good for one, might not necessarily be good enough for another. Make a rational choice based on your interests.

◆ My parents will be glad to see me take X stream.

Your parents will be glad to see you studying anything intently, provided you give them the desired output.

◆ I am interested in X stream, but my friends think otherwise.

How will your friends' opinion help you when you are stuck in a job you do not really enjoy? It is your life, live it your way.

◆ Choosing this career will take me far from home and family.

The earlier you adapt to alien environments, the better it is for you. Today or tomorrow, the break has to come. Better now, than later.

### METHODOLOGY

THE WEEK-Hansa Research Best Courses & Colleges Survey 2012 was conducted from January through March, and had 3,234 personal interviews with educational experts, aspiring students and current students across 20 cities. The field team also conducted 75 in-depth interviews and collected 114 valid web-based responses from students.

For the general degree courses, the colleges being evaluated were restricted to the cities in which the survey was done, while for professional courses, colleges from all over the country were considered. Questionnaires were mailed to more than 1,000 short-listed colleges and a web link was advertised in several issues of THE WEEK. For more details on the survey, please visit [www.the-week.com](http://www.the-week.com)

society. I want to create awareness through my stories.”

With government spending on social sector schemes going up every year, social work courses are back on the options list. Although social work is available at the undergraduate level in some universities, students mostly opt for master’s programmes.

“It is a very good programme for people who intend to do social activism and developmental work. This gives you an opportunity to respond to the needs of poor, the marginalised and disadvantaged. Work opportunities could be in government or non-government organisations working at the micro and macro levels,” says Professor Keerti Jha of Patna Women’s College.

Science, which has typically been about physics, chemistry and biological subjects, has now seen the emergence of new streams such as food

**It is different from the usual BE programmes. I get to study humanities, English and economics with engineering.**

**KRIKA**

Student, Shiv Nadar University



TOP 25 COLLEGES		HOTEL MANAGEMENT
1	Institute of Hotel Management, Catering & Nutrition, Pusa	Delhi
2	Institute of Hotel Management, Catering Tech. & Applied Nutrition	Mumbai
3	Welcomgroup Graduate School of Hotel Administration	Manipal
4	Institute of Hotel Management, Catering Tech. & Applied Nutrition	Hyderabad
5	Institute of Hotel Management	Bangalore
6	Institute of Hotel Management	Aurangabad
7	Institute of Hotel Management Catering Tech. & Applied Nutrition	Chennai
8	Institute of Hotel Management	Lucknow
9	Institute of Hotel Management, Catering Tech. & Applied Nutrition	Kolkata
10	Rizvi College of Hotel Management and Catering Technology	Mumbai
11	Dr Ambedkar Institute of Hotel Management, Catering & Nutrition	Chandigarh
12	Department of Hotel Management, Christ University	Bangalore
13	Oberoi Centre of Learning and Development	Delhi
14	Institute of Hotel Management, Catering Tech. & Applied Nutrition	Ahmedabad
15	Institute of Advanced Management	Kolkata
16	Institute of Hotel Management Catering Tech. & Applied Nutrition	Meerut
17	Institute of Hotel Management, Catering Tech. & Applied Nutrition	Goa
18	Oriental Group of Hotel Management Institutions	Wayanad
19	Banarsidas Chandiwala Institute of Hotel Management and Catering Tech.	Delhi
20	JaganNath Institute of Management Sciences	Delhi
21	M.S. Ramaiah College of Hotel Management	Bangalore
21	International Institute of Hotel Management	Kolkata
23	Institute of Hotel Management Catering Tech. & Applied Nutrition	Gwalior
24	Kohinoor College of Hotel & Tourism Management Studies	Mumbai
25	Institute of Hotel Management	Jaipur

technology, nutrition and dietetics in the past couple of years. While, they are nowhere in the league of most popular options, students are testing waters in these streams as well.

“People tend to think of these subjects as home science, but these are different technologies altogether. There is a growing demand for experts in food preservation and technology, especially with the increased awareness on health and hygiene,” says Dr Anand K. Seth, professor, Sant Longowal Institute of Engineering and Technology, Punjab.

For Saurabh Bhardwaj, it was his interest in biotechnology that drew him towards food technology. “I had biotech in school. My teacher told me that it is related to biotech and has good potential. What excites me about food technology is the possibility of creating new products and food chemicals,” says Saurabh, who is pursuing BSc. in food technology from

Bhaskaracharya Institute of Applied Sciences, New Delhi. Saurabh plans to go into research after the course.

Since food and nutrition complement each other, Mysore University and Calcutta University offer a single course in food and nutrition. Mysore University also offers a diploma course in food technology.

In engineering, the preference continues to be for electronics, mechanical engineering and IT, but for students who want to take up something different, petroleum engineering could be a good option, say experts.

“A relatively new branch, it holds immense potential with India’s growing consumption of petroleum and petroleum products. However, it is an expensive course because the course requires a lot of experiments and equipment. A BTech in petroleum engineering can cost ₹6 lakh to ₹8 lakh,” says Dr Pratyush Chawla of

Core Careers, an educational consultancy firm.

Career counsellors feel that acceptability of the vocational courses has not been up to expectations. "Hotel management, culinary arts and paramedical streams saw great interest from students, but these courses have not taken off that great. The hospitality industry and even in paramedical, there is a huge demand, but average salaries have gone down," says Albuquerque.

The latest experiment that colleges have done in terms of bringing innovation is integrated courses. Integrated courses are generally five-year programmes, to be done after Class 12. Students are liking it for the ease of getting a master's degree directly, and because it saves

**Accessory designing has so much scope. You can create from things around you like wood, metal, plastic and glass.**

**CHANDNI GUPTA**  
Student, NIFT



## TOP COLLEGES

## HOTEL MANAGEMENT

26	Institute of Hotel Management, Catering Tech. & Applied Nutrition	Bhubaneswar
27	International Institute of Hotel Management	Delhi
28	Aura Hospitality School	Delhi
29	Dr D.Y. Patil Institute of Hotel Management & Catering Technology	Pune
30	Institute of Hotel Management, Catering Tech. & Applied Nutrition	Bhopal
31	Department of Hotel Management & Catering Tech-BIT Mesra	Ranchi
32	Institute of Advanced Management	Goa
33	Institute of Hotel Management	Gurdaspur
34	KLE Society's Institute of Hotel Management & Catering Tech.	Bangalore
35	SRM Institute of Hotel and Catering Management	Chennai
36	Madras Institute of Hotel Management & Catering Technology	Chennai
37	AISSM'S College of Hotel Management & Catering Technology	Pune
38	Acharya Institute of Management & Sciences	Bangalore
39	Merit Swiss Asian School of Hotel Management	Ooty
40	NSHM School of Hotel Management	Durgapur
41	Amrapali Institute of Hotel Management	Nainital
42	Institute of Hotel Management, Kufri	Shimla
43	Amity School of Hospitality	Noida
44	Institute of Hotel Management, Catering Tech. & Applied Nutrition	Guwahati
45	T. John Institute of Hotel Management	Bangalore
46	Empee Institute of Hotel Management and Catering Technology	Chennai
47	Kukreja Institute of Hotel Management & Catering Technology	Dehradun

Base: Experts: 62 | Aspiring Students: 61 | Current Students: 88 | Total: 211

## TOP 25 COLLEGES

## COMMERCE

1	Shri Ram College of Commerce (SRCC)	Delhi
2	Loyola College	Chennai
3	St Xavier's College	Kolkata
4	Hindu College	Delhi
5	Hans Raj College	Delhi
6	Narsee Monjee College of Commerce & Economics	Mumbai
7	Lady Shri Ram College for Women (LSR)	Delhi
8	Symbiosis Society's College of Arts and Commerce	Pune
9	Christ University	Bangalore
10	St Joseph's College of Commerce	Bangalore
11	Mount Carmel College	Bangalore
12	K.P.B. Hinduja College of Commerce	Mumbai
13	Stella Maris College	Chennai
14	R.A. Podar College of Commerce & Economics	Mumbai
15	Kirori Mal College	Delhi
16	Madras Christian College	Chennai
17	Goenka College of Commerce and Business Administration	Kolkata
18	Badruka College of Commerce & Arts	Hyderabad
19	K.J. Somaiya College of Arts and Commerce	Mumbai
20	Brihan Maharashtra College of Commerce	Pune
20	NMKRV College for Women	Bangalore
22	Indian Institute of Management and Commerce	Hyderabad
23	Presidency College	Chennai
24	MCM DAV College for Women	Chandigarh
25	Ramjas college	Delhi



**I want to study actuarial science at the postgraduate level and having economics helps me in the preparations.**

**MOUMITA NATH**  
Student, Hansraj College

## TOP 25 COLLEGES

## ENGINEERING

1	IIT	Mumbai
2	IIT	Delhi
3	IIT	Kanpur
4	IIT	Chennai
5	IIT	Kharagpur
6	IIT	Roorkee
7	Birla Institute of Technology & Science (BITS)	Pilani
8	Delhi Technological University	Delhi
9	IIT	Guwahati
10	NIT	Warangal
11	Indian School of Mines (ISM)	Dhanbad
12	Vellore Institute of Technology (VIT)	Vellore
13	Institute of Technology, Banaras Hindu University	Varanasi
14	NIT	Tiruchirapalli
15	NIT	Surathkal
16	R.V. College of Engineering (RVCE)	Bangalore
17	PSG College of Technology	Coimbatore
18	IIIT	Hyderabad
19	Sardar Vallabhbhai National Institute of Technology(SVNIT)	Surat
20	Faculty of Engineering and Technology, Jadavpur University	Kolkata
21	NIT	Calicut
21	College of Engineering	Pune
23	BIT, Mesra	Ranchi
24	Malaviya National Institute of Technology (MNIT)	Jaipur
25	College of Engineering, Anna University	Guindy

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time and energy of applying to a master's programme.

IIM Indore has a five-year integrated programme in management. Similarly, IIT Madras has started a five-year integrated programme leading to a MA in economics, development studies and English studies.

However, Malhotra cautions: "You should go for an integrated programme only if you are very sure that you want to have a career in the particular subject. Otherwise, studying it for five years and then feeling disenchanted is of no use. It is an interesting concept and a lot of students after 12th are going for it."

**Universities like Shiv Nadar University** have started the trend of interdisciplinary courses. For example, Kritika who is pursuing electronics engineering at Shiv Nadar University says the best part about its BE programme is that she also gets to study subjects from humanities like English and economics. "It is very different from the usual BE programmes that my friends in other colleges are doing," says Kritika.

It has the concept of major and minor courses where students graduate in a particular subject, but are also required to study other subjects opted as minor. So, even humanities students get to study science. In addition to this, all the undergraduate programmes at SNU are of four years. Environment and sustainability and plagiarism ethics are essential components of the course structure.

"It is a very interesting concept, although it is nothing new. This is similar to the American practice of liberal education, where, if you study medicine, you can also study films or arts alongside. It gives you a well-rounded education," says Malhotra.

Should students bite the bait of foreign tie-ups of Indian colleges? Experts advise a strict no, and even if someone is falling for it, one should check the quality of foreign university with which the college

TOP COLLEGES		ENGINEERING
26	Veermata Jijabai Technological Institute (VJTI)	Mumbai
27	Visvesvaraya National Institute of Technology (VNIT)	Nagpur
28	Motilal Nehru National Institute of Technology (NIT)	Allahabad
29	People's Education Society Institute of Technology (PESIT)	Bangalore
30	Netaji Subhas Institute of Technology (NSIT)	Delhi
31	Dr B.R. Ambedkar National Institute of Technology	Jalandhar
32	Bengal Engineering College	Kolkata
33	NIT	Kurukshetra
34	Jawaharlal Nehru Technological University (JNTU)	Hyderabad
35	Cochin University of Science and Technology (CUSAT)	Kochi
36	IIIT	Allahabad
37	University Visvesvaraya College of Engineering (UVCE)	Bangalore
38	Manipal Institute of Technology	Manipal
39	SRM University	Chennai
40	Sardar Patel College of Engineering	Mumbai
41	Thapar University	Patiala
42	BIT	Sindri
43	NIT	Rourkela
44	PEC University of Technology	Chandigarh
45	NIT	Hamirpur
46	SSN College of Engineering	Chennai
47	Chaitanya Bharati Institute of Technology	Hyderabad
48	Harcourt Butler Technological Institute	Kanpur
49	Moulana Azad National Institute of Technology	Bhopal
50	Institute of Technology, Nirma University	Ahmedabad
51	Sir M Visvesvaraya Institute of Technology	Bangalore
52	Guru Nanak Dev Engineering College	Ludhiana
53	Vishwakarma Institute of Technology	Pune
54	Jamia Millia Islamia	Delhi
55	Maharaja Agrasen Institute of Technology	Delhi
56	MS Ramaiah Institute of Technology	Bangalore
57	National Institute of Industrial Engineering	Mumbai
58	Maharashtra Institute of Technology Engineering College	Pune
59	Acharya Institute of Technology	Bangalore
60	College of Engineering	Thiruvananthapuram
61	Jaipur Engineering College & Research Centre (JECRC)	Jaipur
62	Institute of Chemical Technology (ICT)	Mumbai
63	University College of Engineering, Osmania University	Hyderabad
64	BMS College of Engineering	Bangalore
65	Dhirubhai Ambani Institute of Info. & Communication Tech.	Gandhinagar
66	Gandhi Institute of Technology and Management (GITAM)	Visakhapatnam
67	MKSSS's Cummins College of Engineering for Women	Pune
68	Sri Jayachamarajendra College Of Engineering	Mysore
68	Vasavi College of Engineering (VCE)	Hyderabad
70	NIT	Jamshedpur
71	SASTRA University	Thanjavur
72	NIT	Durgapur
73	Coimbatore Institute of Technology	Coimbatore
74	National Institute of Engineering	Mysore
74	Model Engineering College	Kochi

**SCHOLARSHIPS****Learning aids****JAWAHARLAL NEHRU  
CENTRE FOR ADVANCED  
SCIENTIFIC RESEARCH,  
BANGALORE**

Level of study: Undergraduate

Description: This summer programme, conducted for 6 to 8 weeks (mid-May to July), involves lectures, laboratory projects and research. Students are expected to work at the centre for three consecutive summers, and will receive a monthly scholarship of ₹6,000. Upon successful completion of the programme, students will receive a diploma in chemistry or biology.

**MINISTRY OF HUMAN  
RESOURCES DEVELOPMENT**

Level of study: Graduate/  
Postgraduate

Description: The scholarship seeks to provide financial assistance to meritorious students from low income families to meet a part of their daily expenses while pursuing higher studies. The scholarships are awarded on the basis of senior secondary examination results. There are 82,000 fresh scholarships per annum [41,000 each for boys and girls].

Level of study: Post-matric to PhD

Description: There are 2,500 scholarships for students from non-Hindi speaking states for post-matric studies in Hindi. Students must be studying a recognised full-time course with Hindi as one of the subjects.

**MINISTRY OF SCIENCE AND  
TECHNOLOGY**

Level of study: Higher Secondary and undergraduate.

Description: The Kishor Vaigyanik Protsahan Yojana strives to ensure that the best scientific talent is developed for research and growth in the country. Generous scholarship and contingency grants are provided, up to pre-PhD level, to selected students.

**TOP 25 COLLEGES****SCIENCE**

1	St Stephen's college	Delhi
2	Loyola College	Chennai
3	St Xavier's College	Mumbai
4	St Xavier's College	Kolkata
5	Hindu College	Delhi
6	Presidency University	Kolkata
7	Miranda House	Delhi
8	Stella Maris College	Chennai
9	Fergusson College	Pune
10	Hans Raj College	Delhi
11	St Joseph's College	Bangalore
12	Christ University	Bangalore
13	Presidency College	Chennai
14	Ramnarain Ruia College	Mumbai
15	Ramjas college	Delhi
16	Gargi College	Delhi
17	Kirori Mal College	Delhi
18	D.G. Ruparel College of Arts, Science & Commerce	Mumbai
19	St Xavier's College	Ahmedabad
20	Mount Carmel College	Bangalore
21	Madras Christian College	Chennai
22	Mithibai College of Arts, Chauhan Institute	Mumbai
23	Sri Venkateswara College	Delhi
23	Jai Hind College	Mumbai
25	University College for Women, Osmania University	Hyderabad

**TOP 25 COLLEGES****MEDICINE**

1	All India Institute of Medical Sciences (AIIMS)	Delhi
2	Maulana Azad Medical College (MAMC)	Delhi
3	JIPMER	Puducherry
4	Armed Forces Medical College	Pune
5	Christian Medical College (CMC)	Vellore
6	Institute of Medical Sciences, BHU	Varanasi
7	Kasturba Medical College (KMC)	Manipal
8	Grant Medical College	Mumbai
9	Bangalore Medical College and Research Institute	Bangalore
10	B.J. Medical College	Ahmedabad
11	Lady Hardinge Medical College	Delhi
12	Madras Medical College	Chennai
13	St John's Medical College	Bangalore
14	Seth GS Medical College	Mumbai
15	Christian Medical College	Ludhiana
16	Chhatrapati Shahuji Maharaj Medical University	Lucknow
17	B.J. Medical College	Pune
18	Vardhman Mahavir Medical College (VMMC)	Delhi
19	Medical College	Kolkata
20	Osmania Medical College	Hyderabad
21	Amrita Institute of Medical Sciences and Research Centre	Kochi
22	Government Medical College	Chandigarh
23	University College of Medical Sciences (UCMS)	Delhi
24	Sri Ramachandra Medical College & Research Institute (SRMC)	Chennai
25	M.S. Ramaiah Medical College	Bangalore

## How to select courses

By Parveen Malhotra

- ◆ Choose a course which supports your future plans.
- ◆ Do not opt for a new course just because it sounds innovative and different. Check the curriculum and match your interest with it. Looking at the first-year textbooks of the course can give insights into the curriculum.
- ◆ Look at who is offering the course. If it is one of the small and lesser-known colleges with a fancy name, do not go for it.
- ◆ Do not opt for narrow specialisa-

tions, especially ones that are yet to catch up.

- ◆ If you want to pursue applied sciences at the postgraduate level, it is advisable to graduate in pure sciences first as there are a lot of options open.
- ◆ Do look at the costs. If the college is charging heavily for a simple course, get the details. Some colleges initially offer free laptops and foreign projects to attract students, and later add these charges to the fees.
- ◆ Check particulars of the college—how long has it been in existence, what kind of alumni does it have and what is the cut-off for various courses.
- ◆ Science students should specifically check about the infrastruc-

ture—quality of labs, faculty and libraries.

- ◆ Talk to senior students of the college and get their views on faculty, course and the kind of companies recruiting from the college.
- ◆ If you are doing a simple arts course such as history or sociology, it is advisable to do a vocational course such as cosmetology or nutrition alongside, as it adds to your qualification.
- ◆ Take a good validated aptitude test, which will tell your interest areas.
- ◆ If you are keen on going into research, integrated MSc. programmes offered by some government institutions are a good option.

has tied up. Many a time, it is done just to attract students. Besides, one should check the ranking of that university in its home country.

Scholarships are crucial drawing factor for meritorious students, but, there are very few of them available at the undergraduate level. Most of the scholarships are given at postgraduate and research level. But, if the institution is offering scholarships, then one should apply for it. One of the examples is Narottam Sekhsaria Foundation, which offers merit scholarships at the undergraduate level in medicine and engineering.

With the admission season set to begin now, experts advise students to be very careful while selecting the courses. Says Malhotra: "On the face of it, everything might look bright and rosy. But, realities can be different. So, do your homework, check about the courses from your friends. Do not opt for something just because the media is blowing it up. Look at what your interests are and what you would like to do in the long term."

For the full text of THE WEEK-Hansa Research survey, log on to [www.the-week.com](http://www.the-week.com)

### TOP COLLEGES

### ENGINEERING

76	Amrita Institute of Technology & Science	Coimbatore
76	Chandigarh College of Engineering & Technology (CCET)	Chandigarh
78	Madras Institute of Technology	Chennai
79	IIIT	Gwalior
80	NIT	Raipur
81	Shri Vile Parle Kelvani Mandal's Dwarkadas J. Sanghvi College of Engineering	Mumbai
81	IIIT	Pune
81	Sathyabhama Engineering College	Chennai
84	College of Engineering, Andhra University	Visakhapatnam
85	Thiagarajar College of Engineering(TCE)	Madurai
86	Mepco Schlenk Engineering College	Sivakasi
87	KL University	Guntur
88	Sri Sai Ram Engineering College	Chennai
89	Kongu Engineering College	Erode
90	B.S. Abdur Rahman University	Chennai
91	MVJ College of Engineering	Bangalore
92	Sona College of Technology	Salem
93	G. L. Bajaj Institute of Technology & Management	Noida
94	Galgotias College of Engineering and Technology	Noida
95	Mahatma Gandhi Institute of Technology (MGIT)	Hyderabad
96	Park College of Engineering and Technology	Coimbatore
97	Shri Ramdeobaba College of Engineering and Management	Nagpur
98	Padmasri Dr. B.V. Raju Institute of Technology (BVRIT)	Narsapur
99	Muffakham Jah College of Engineering & Technology	Hyderabad
100	SCMS School of Engineering & Technology (SSET)	Ernakulam



PHOTOS: SHUTTERSTOCK

# Science is cool

Students REAP rich experiences from **undergraduate research programmes** at the Jawaharlal Nehru Planetarium in Bangalore

By Jayalakshmi Menon

**A**t the Jawaharlal Nehru Planetarium in Bangalore, a small group of students are engrossed in observing the lifestyle of the wasps. Srinivasa, a scientist at the Institute of Wood Science and Technology, who has taken to study the birth and lives of wasps as a hobby, is explaining to the students how insightful and innovative these creatures are.

Started in 1997 by a group of scientists and the planetarium staff under the Bangalore Association for Science Education chapter, the Research Education Advancement Programme (REAP) aims to motivate and train undergraduate students for research. At present, the centre handles physics and biology.

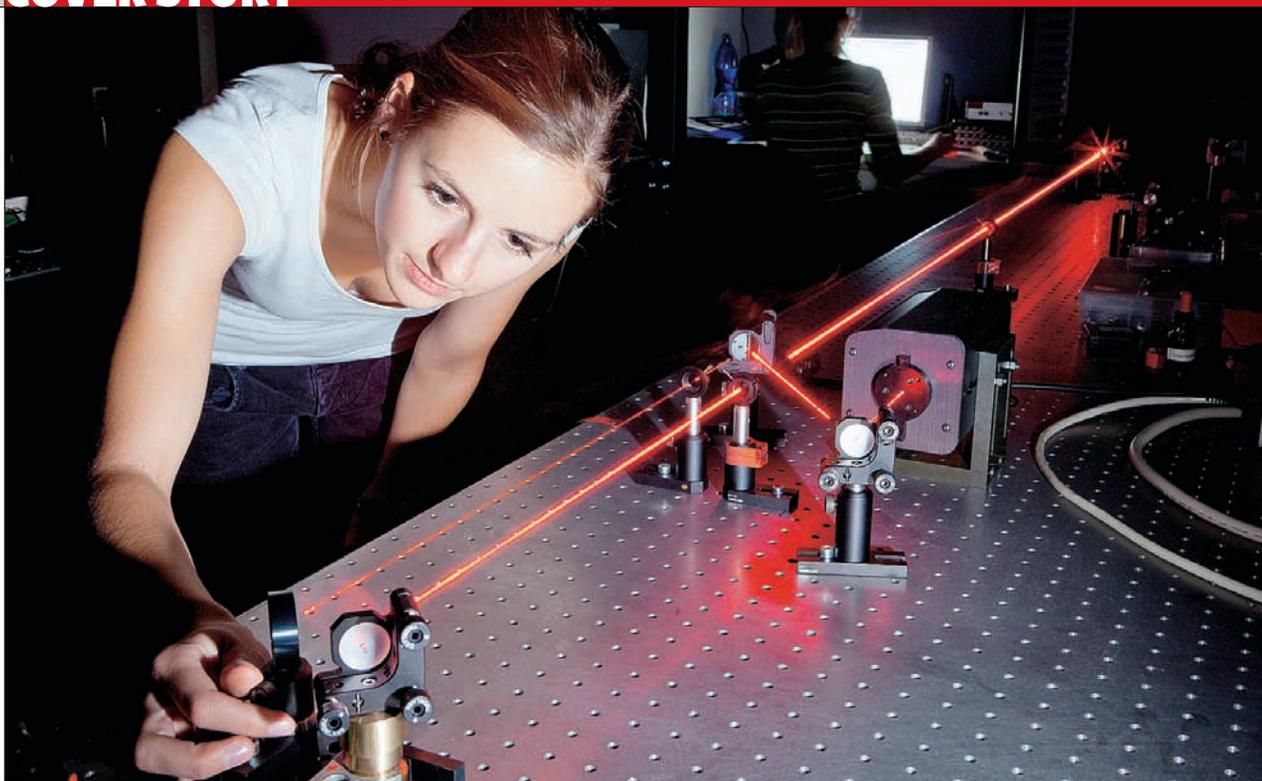
The topics covered in physics include mathematical methods in physics, astronomy, classical mechanics, electrodynamics and quantum mechanics, besides the many open-ended/conceptual experiments devised by a team of educator facilitators. Biology covers evolution, genetics, bioinformatics, developmental biology, immunology, biochemistry and viruses. Scientists from Indian Institute of Science (IISc), Raman Research Institute (RRI), Indian Institute of Astrophysics (IIA) and Jawaharlal Nehru Centre for Advanced Scientific Research (JNCASR) hold classes here. A similar programme in life sciences, called bio-REAP, was started later with aid from the IISc.

The IISc, RRI and IIA have been funding this programme as an outreach project to college students in Bangalore.

Professor C.V. Vishveshwara, the first director of the planetarium and the brain behind REAP, said, "We felt the need to take science beyond memorising formulas and derivations. Then, we added practical experiments and problem solving."

The only requirement to join any programme is an interest in science. The fee is nominal. The number applying for biology is high but only about 15 students are selected.

Bala Iyer from the RRI has been



with REAP since its inception. “When we started, hardly anyone from the colleges in Bangalore got into a good integrated PhD programme or into research institutes for PhD. But, we have not been able to reach out with similar intensity to the physics teaching community, so our impact does not have a larger reach even now,” he said. The lectures at REAP are not tutorials for college courses, Prof. Dipankar Nandi from the IISc clarified.

The director of the planetarium, Dr B.S. Shylaja, pointed out that many agencies have taken up the task of popularising science, but most of them depict science as fun or magic. “We are trying to develop a culture of reasoning. We also try to make everything quantitative so that the method of investigation becomes a habit from a very young age,” she said.

The planetarium has set up a basement lab, where the students are allowed a free hand. The experiments done are simple. Rutherford’s experiment on alpha particle scattering is replicated using a pencil instead of the particle. The experiments teach the students certain fundamental principles of physics.

And the students love every bit

## The topics covered in physics include mathematical methods in physics, astronomy, classical mechanics, electrodynamics and quantum mechanics.

of it. Most of them attend weekend classes or rush to the basement lab when a holiday is announced in college. “At REAP, we were taught how to think in the right direction,” said Ranjani Viswanatha, who attended the programme in 2000 and is now on the JNCASR faculty. After her doctorate at the IISc she did her post-doctorate at Los Alamos National Lab in the US.

Cohan Sujay Carlos, who was a student at the planetarium in 1997, used to help create computer programs that served as teaching aids for students at the planetarium. “These were simple programs that helped the children play games involving physics equations. I volunteered to build these because I didn’t have a computer and I loved programming.

Now, I run a start-up that develops artificial intelligence algorithms,” he said.

C.M. Chandrashekar is a Rhodes scholar and theoretical physicist with research interest in quantum physics. “As a student in 1997, the planetarium gave me access to the world of science, the basement lab to explore, telescope to watch the night sky, and plenty of books. And best, I could convince my parents to allow me to study BSc (not BE).”

Joe Ninan Philip works at the Tata Institute of Fundamental Research on low mass stars, which are still in the formation state. “They are baby stars still gobbling in lots of gas from their surroundings. I got my first astronomy lessons at REAP. Personally, my most favourite was the lab, where we were free to do any experiment. Packed with lots of mind-boggling experimental set-ups, it was the happiest place to be,” he said.

The growing number of these budding scientists is a testimony to REAP achieving what its creators had set out to build.

*(The last date for submitting applications for REAP is July 23. For more information, visit [www.taralaya.org](http://www.taralaya.org))*

# Recruiters' take

Preferred courses, institutes and skill sets

## HOSPITAL

	<b>Nurses</b>	<b>Technicians / Paramedics</b>	<b>Hospital Administration</b>
Courses in demand	BSc Nursing MSc Nursing	BSc in Medical Lab Technology Diploma in Medical Laboratory Technology (DMLT)	Masters in Hospital Administration MBA-Hospital Management Postgraduate Diploma in Management-Healthcare
Preferred institutes	<ol style="list-style-type: none"> <li>1. All India Institute of Medical Sciences, New Delhi</li> <li>2. Christian Medical College, Vellore</li> <li>3. Manipal College of Nursing, Manipal</li> <li>4. Post Graduate Institute of Medical Education &amp; Research, Chandigarh</li> <li>5. Sri Ramachandra Medical College &amp; Research Institute, Chennai</li> </ol>	<ol style="list-style-type: none"> <li>1. All India Institute of Medical Science, New Delhi</li> <li>2. Delhi Institute of Paramedical Sciences, New Delhi</li> <li>3. Manipal College of Allied Health Sciences, Manipal</li> <li>4. Rajiv Gandhi University of Health Sciences, Karnataka</li> </ol>	<ol style="list-style-type: none"> <li>1. All India Institute of Medical Sciences, New Delhi</li> <li>2. Apollo Institute of Hospital Administration, Hyderabad</li> <li>3. ASCI-Hinduja Institute of Healthcare Management (HIHM), Hyderabad</li> <li>4. Institute of Health Management Research-Jaipur</li> <li>5. Symbiosis Institute of Health Sciences, Pune</li> <li>6. TAPMI, Manipal</li> </ol>

## MEDICAL EQUIPMENT

Courses in demand	BE-Electronics, Mechanical, Instrumentation Engineering
Skill set sought	Mobility, communication skills
Preferred institutes	Prefer to recruit from premier institutes of the country

## PHARMA

Courses in demand	MSc Biotechnology MSc Biochemistry BPharm MPharm
Preferred institutes	<ol style="list-style-type: none"> <li>1. Delhi Institute of Pharmaceutical Sciences and Research (DIPSAR), New Delhi</li> <li>2. Jamia Hamdard, New Delhi</li> <li>3. National Institute of Pharmaceutical Education and Research (NIPER), Mohali</li> <li>4. School of Pharmacy &amp; Technology Management (SPTM), NMIMS, Mumbai</li> </ol>



AIIMS, New Delhi

## BFSI

	Banking	Insurance	Other Financial Services
Courses in demand	CA, CS, ICWA BA/BCom/BMS MBA-Finance/ Banking/ Marketing	CA, Actuarial Science MBA BA/BCom	MBA-Marketing MBA-Finance MBA-Capital Markets
Add-on qualifications	Postgraduate Diploma in Banking (PGDB) Postgraduate Programme-Financial Markets JAIB/CAIB		Certificate Programme in Capital Markets Basic Programme in Derivatives Postgraduate Diploma in Financial Planning
Preferred institutes	1. Alagappa University-MBA Banking & Insurance, Karaikudi 2. Asia-Pacific Institute of Management, New Delhi 3. The Institute of Finance, Banking and Insurance 4. Indian Institute of Banking and Finance, Mumbai 5. National Institute of Banking Management, Pune 6. Narsee Monjee Institute of Management Studies, Mumbai 7. NSE 8. The Indian Institute of Financial Planning, New Delhi	1. Amity School of Insurance and Actuarial Sciences, Noida 2. BIMTECH, Greater Noida 3. Institute of Actuaries of India (IAI), Mumbai 4. Institute of Insurance and Risk Management (IIRM), Hyderabad 5. National Insurance Academy, Pune	1. Association of Mutual Funds in India, Mumbai 2. BSE Training Institute, Mumbai 3. National Institute of Securities Market (NISM), Navi Mumbai 4. The Indian Institute of Financial Planning, New Delhi

## IT&ITeS

	IT Services	BPO	KPO
Courses in demand	BE/BTech MCA	BA/BSc/BCom/10+2	MA, MCom, MSc BE, BTech, MTech MBA (HR, Marketing, Finance), LLB
Skill set sought	Logical thinking and problem solving	Proficiency in written or spoken English	Analytical skills
Add-on qualifications	CCNA, Java, Oracle, Siebel, SAP		



Asia-Pacific Institute of Management, New Delhi

## MEDIA & ENTERTAINMENT

### Television/Print

Courses in demand

- MA in Mass Communication
- Postgraduate Diploma in Journalism
- Video Editing & Sound Recording
- Postgraduate Diploma in TV Journalism
- Postgraduate Diploma in Advertising Mass Communication
- Diploma in Visual Communication

### Films

Postgraduate Diploma in Film & TV Production  
 Postgraduate Diploma in Cinematography  
 Postgraduate Diploma in Direction  
 Postgraduate Diploma in Acting  
 Video Editing & Sound Recording

\*The trend in the industry is to learn on the job. The above mentioned qualifications are well accepted by the industry.

### Preferred institutes

1. AJK Mass Communication Research Centre, Delhi
2. Asian College of Journalism, Chennai
3. Indian Institute of Mass Communication (IIMC), Delhi
4. Manorama School of Communication, Kottayam
5. Symbiosis Institute of Media and Communication, Pune
6. Times School of Journalism, Delhi
7. Xavier Institute of Communications, Mumbai

1. Asian Academy of Film & Television, Noida
2. Digital Academy-The Film School
3. Film and Television Institute of India, Pune
4. Satyajit Ray Film & Television Institute, Kolkata
5. Whistling Woods International, Mumbai

### Radio

Courses in demand

Certificate Course in Radio Jockeying

### Animation/Gaming

BSc Visual Communication  
 BSc Animation & Visual Effects  
 Diploma in Animation

### Preferred institutes

1. Academy of Radio Management, New Delhi
2. Institute of Radio Jockeying, Chandigarh
3. The Radio City School of Broadcasting, Mumbai
4. Xavier's Institute of Communication, Mumbai

1. DSK Supinfocom International Campus, Pune
2. MAAC
3. SAA-School of Art & Animation, New Delhi
4. Zee Institute of Creative Arts



Manorama School of Communication, Kottayam

## RETAIL

Courses in demand

MBA-Marketing  
MBA-Retail Management  
Postgraduate Diploma in Retail Management  
Postgraduate Certificate in Visual Merchandising

Skill set sought

Good communication skills, good interpersonal skills and detail-oriented

Preferred institutes

1. Amity Business School, Noida
2. Indian Institute of Social Welfare and Business Management, Kolkata
3. Indian Retail School, New Delhi
4. Institute of Technology and Management, Mumbai
5. K.J. Somaiya Institute of Management Studies and Research, Mumbai
6. National Institute of Fashion Technology
7. Prin. L.N. Welingkar Institute of Management, Mumbai

## TOURISM, TRAVEL & HOSPITALITY

### Travel and Tour Operators

### Hotels and Restaurants

Courses in demand

Diploma in Travel and Tourism  
IATA/UFTAA Training Courses

BSc in Hospitality & Hotel Administration

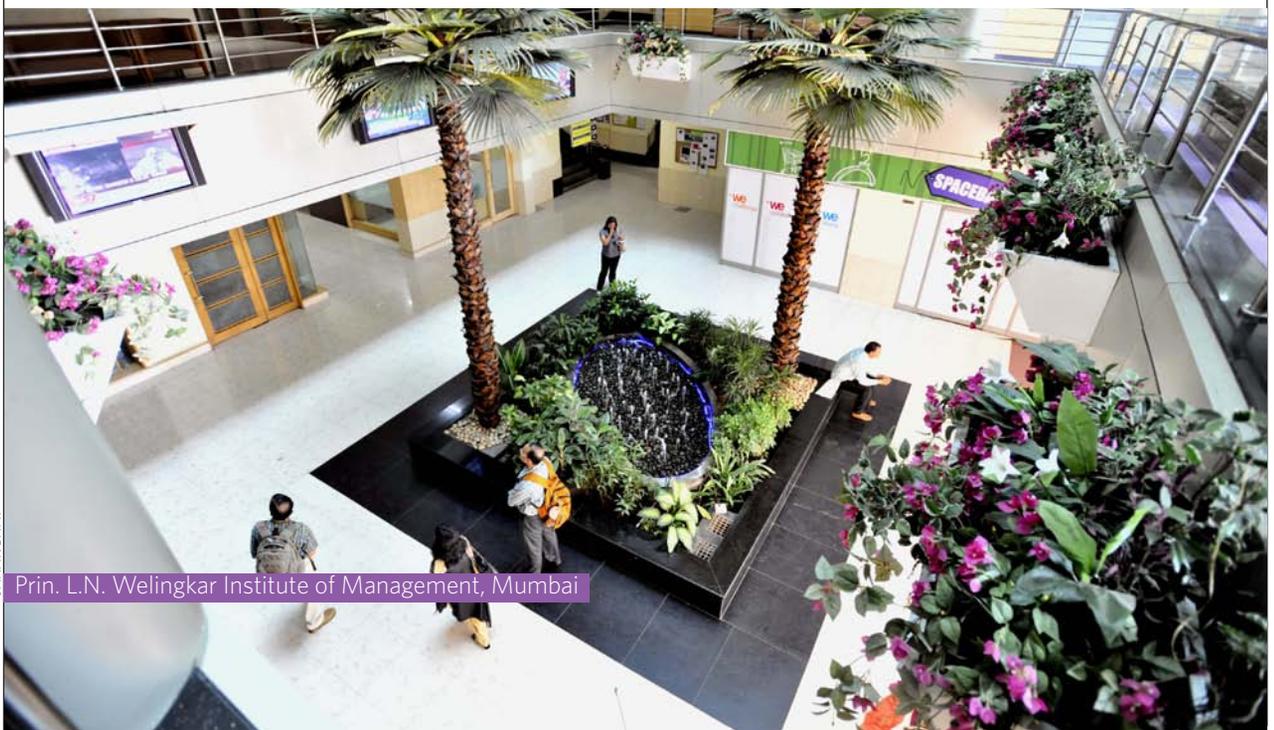
Skill set sought

Communication and customer service skills

Preferred institutes

1. Aptech Aviation and Hospitality Academy
2. Frankfinn Institute of Air Hostess Training
3. KUONI Academy
4. Trade-Wings Institute of Management

1. Department of Hotel Management, Christ University, Bangalore
2. Frankfinn Institute of Air Hostess Training
3. Garden City College, Bangalore
4. Institute of Advanced Management (IAM), Kolkata
5. Institute of Hotel Management, Bangalore
6. Institute of Hotel Management, Catering & Nutrition, PUSA, Delhi
7. Institute of Hotel Management, Catering Technology & Applied Nutrition, Hyderabad
8. Institute of Hotel Management, Catering Technology and Applied Nutrition, Mumbai
9. M.S. Ramaiah College of Hotel Management, Bangalore
10. Welcomgroup Graduate School of Hotel Administration, Manipal



Prin. L.N. Welingkar Institute of Management, Mumbai