



Infosys denies sending unskilled employees to US on B1 visa.



Microsoft India penalised for customs duty evasion.



Mozilla is set to develop mobile Operating System.

Technomics

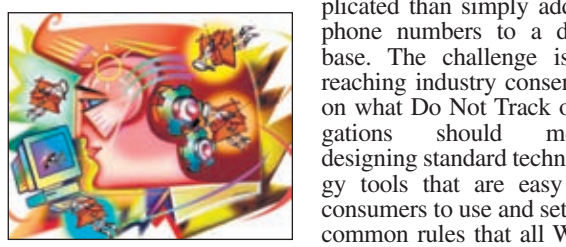
Net privacy controls challenge tech industry

Washington, July 28: The federal government has put Google, Microsoft, Apple and other technology companies on notice: Give consumers a way to prevent advertisers from tracking their movements across the Web — or face regulation.

Yet for all its innovative know-how and entrepreneurial spirit, the technology industry has yet to agree on a simple, meaningful solution to protect consumer privacy on the Internet.

So privacy watchdogs and lawmakers are stepping up the pressure, calling for laws that would require companies to stop the digital surveillance of consumers who don't want to be tracked.

"I want ordinary consumers to know what is being done with their personal information," Senate Commerce Committee Chairman John D Rockefeller, said at a recent hearing.



Washington's call to arms is a response to growing concern that invasive Internet marketing practices are eroding privacy online as every consumer move is observed, analysed and harvested for profit.

Online publishers, advertisers and ad networks use "cookies," Web beacons and other sophisticated tracking tools to follow consumers around the Internet. Then they mine that information to deliver what they hope will

be relevant pitches — a practice called behavioral advertising. "Right now we have a lawful system for tracking all of our movements online," says Christopher Calabrese, legislative counsel for the American Civil Liberties Union. "And not only is it legal. It's the business model."

Calls for online privacy protections began with the Federal Trade Commission, which has challenged the industry to offer a digital tracking off switch. The FTC envisions something akin to the government's existing "Do Not Call" registry for telemarketers.

Companies including Microsoft and Mozilla have responded with various "Do Not Track" technologies. But an industry-wide solution is not close at hand.

That's because putting the Do Not Track concept into practice is much more complicated than simply adding phone numbers to a database. The challenge is in reaching industry consensus on what Do Not Track obligations should mean, designing standard technology tools that are easy for consumers to use and setting common rules that all Websites and advertisers will follow.

One big part of the problem is that the industry needs to find a way to let consumers halt intrusive online marketing practices without preventing tracking critical for the Internet to function. After all, Internet companies rely on tracking not just to target ads, but also to analyse website traffic patterns, store online passwords and deliver customised content like local news. Nobody wants to stop those things.

— AP

renewable energy stance. There is a plethora of opportunity in this country when it comes to renewable energy and different states have different forms of clean energy potential. We must grab these opportunities to become innovators on this front by creating processes for sustainability for our large population. In doing so, the nation must not only address its own social issues, but should be able to stand up and ask more developed nations what they are doing to address the issues of global warming and climate change. Let us take the leadership on the renewable energy front, and innovate.

So, change is necessary, but where do we begin? A: It is required at so many levels, right from an education that does not instill sensitivity towards the rest of the Indian population, especially towards the less fortunate ones. It must begin with school education, which curbs the child's curiosity, and course through to undergraduate degrees, such as the ones at the IITs that give no hands-on experience. All we are taught at the IITs is to rote-learn our equations, while studying in cocoons and being bull-dozed to take up a Ph.D. There is an aura of elitism created around these institutes, and it results in only building managers, not innovators. Being technology institutes, how many patents do the IITs have to their credit today? Change is necessary at the way we look at solar energy. It has to be connected to poverty alleviation in a way that makes the poor asset-creators and partners, not merely objects or markets.

reality of life in India's villages. Yet, India is falling prey to a penchant for following the renewable energy policies of the more developed countries of the West for whom building large-scale solar plants are a viable solution. Our policies are skewed towards large-scale energy projects, but I don't think that's the path we should take. Rather, decentralised power generation is the key for long-term economic and environmental sustainability in India, along with a combination of clean energy sources, based on the potential of each region. I am not saying that renewable energy is the solution to everything, but it may work for individual requirements.

What should India do then? India should change its

Magsaysay for lighting up the path of the poor

MADHUMITHA B DC | BENGALURU

July 28: The first person that Harish Hande called to tell he had won the Ramon Magsaysay award was his school teacher who had failed him in several subjects in sixth grade. Hande, who won the award this week for his efforts since 1994 to use solar energy technology to provide sustainable livelihoods to over 1,25,000 rural households in states such as Karnataka, Kerala and Gujarat, says he had to thank the teacher who had motivated him to go on to get a B.Tech at IIT Kharagpur and a Master's and doctoral degree at the University of Massachusetts. It's this atypical bent of mind that drove Hande to become the ultimate unconventional businessman, a 'social entrepreneur'. Excerpts from an interview..

Congratulations to the Magsaysay. Why did you choose to set up a 'social enterprise' and how did you take it from concept to implementation?

During my Master's days at the University of Massachusetts in the early 1990s, I happened to visit the Dominican Republic. There, I saw very poor people using solar energy extensively. My first thought was, why not do something about rural electrification in India. My PhD thesis, then, was based on field studies in rural Sri Lanka and India and I made up my mind to set up an enterprise that would marry poverty alleviation with sustainable energy to create a solution. It is not easy to set up a social enterprise in India. There are NGOs on the one side and private (for



Harish Hande, managing director of Bengaluru-based solar power solutions company SELCO, is one of two Indians who were named this year's Ramon Magsaysay award winners.



with Harish Hande

profit) companies on the other, leaving no middle path for a social enterprise that fits in between the categories. The lack of that space and relevant policies are killing India's poor.

Amid all the talk of India's power deficiency and increasing carbon

India is following the renewable energy policies of the more developed countries for whom large-scale solar plants are a viable solution. For us decentralised power generation is the key to long-term economic and environmental sustainability in India.

emission, is India's a realistic one? India is currently a paradox, being a nation that has both an over-developed rich side and an under-developed poor side to it at the same time. Nearly half the population lacks access to basic amenities, that's the

reality of life in India's villages. Yet, India is falling prey to a penchant for following the renewable energy policies of the more developed countries of the West for whom building large-scale solar plants are a viable solution. Our policies are skewed towards large-scale energy projects, but I don't think that's the path we should take. Rather, decentralised power generation is the key for long-term economic and environmental sustainability in India, along with a combination of clean energy sources, based on the potential of each region. I am not saying that renewable energy is the solution to everything, but it may work for individual requirements.

What should India do then? India should change its

STOCKS table with columns for company, today's price, prev. price, close, and % change.

BSE 500 GAINERS table with columns for company, today's price, prev. price, close, and % change.

BSE 500 LOSERS table with columns for company, today's price, prev. price, close, and % change.

NSE GAINERS table with columns for company, today's price, prev. price, close, and % change.

NSE LOSERS table with columns for company, today's price, prev. price, close, and % change.

NIFTY table with columns for open, high, low, close, 52w.H, and 52w.L.

GROUP A table with columns for company, today's price, prev. price, close, and % change.

INDIANBILLS FIN table with columns for company, today's price, prev. price, close, and % change.

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INSTANEX SKINDIA DR table with columns for company, 3:00PM IST, price, % change, index mkt cap, weight, prem/disc, and P/E.

MUTUAL FUNDS table with columns for scheme name, NAV, and other details.

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SENSEX table with columns for company, day's close, prev. close, and % change.

NIFTY table with columns for company, day's close, prev. close, and % change.

LME metals prices table with columns for metal, bid, and ask prices.

Table with columns for company, day's close, prev. close, and % change.