



t2 BIPS IN PARADISE PAGE 8

LEO'S LATEST t2 PAGE 9

36 PAGES

FRIDAY 16 JULY 2010 Rs

XXCE

www.telegraphindia.com

Honey, our money has an ID

Rupee gets symbol, keyboard wait starts



OUR BUREAU

July 15: The Union cabinet today gave the rupee a new symbol — only the fifth currency in the world to acquire a distinctive identity.

The symbol — created by D. Udaya Kumar, who teaches at IIT Mumbai's Industrial Design Centre and is about to join Guwahati IIT — blends the Roman letter R without its stem with the Devnagari script's Ra.

Kumar's symbol won after a contest that had whittled the final shortlist to five symbols from the 3,000 that made the cut. The contest carried a prize of Rs 2.5 lakh.

"My design is based on the Tricolour with two lines at the top and white space in between. I wanted the symbol for the rupee to represent the Indian flag," said Udaya Kumar, who hails from Chennai.

But as one wag said: "It rather looks like a seahorse with a newspaper tucked under its arm."

Like the British pound, the yen and the Euro, the eventual winner has two horizontal lines that slash across the central figure — a stylistic device that currency designers believe connotes stability, a characteristic that the Indian currency sorely lacks.

Over the past five years, the rupee has swung wildly between Rs 38.50 and Rs 48.80 against the American green-

back, raising concerns about its volatility.

The symbol for the rupee — one of the oldest currencies in the world that traces its origin back to silver coins first minted in the 6th century BC — is unlikely to figure on currency notes and coins. It will also not be a usable symbol on computer keyboards just yet. It may take up to six months before the symbol is used throughout the country after the Bureau of India Standards notifies it as a keyboard standard.

The new symbol will have to be accepted by the Unicode Consortium's Unicode Technical Committee — a process that could take anywhere between 18 months to two years — before it can hope to gain international acceptance.

Once accepted, it will stand clear from the clutter of currencies that call themselves the rupee or the rupiah. A number of Asian countries terms their currencies as the rupee or its variant.

Officials hope that in time, the rupee — which was first issued as a coin in a standard format by Afghan king Sher Shah Suri in the early 16th century — will join the Chinese yuan and the Russian rouble in an expanded basket of reserve currencies that the world freely trades.

The next step for the Indian government will be to approach the Unicode Consortium for approvals. Officials said the formal proposal could be made by October.

Once the Unicode consortium accepts the symbol, a combination of assigned keyboard characters will need to be typed before the symbol pops up on the computer screen.

"From a technical point of view, it is not a major challenge... operating systems (in computers) already have the ability to create currency symbols. Once industry gets approval from Unicode, it can roll out the new symbol in a few months," said Vishnu R. Dusat, CEO and MD, Nucleus Software.

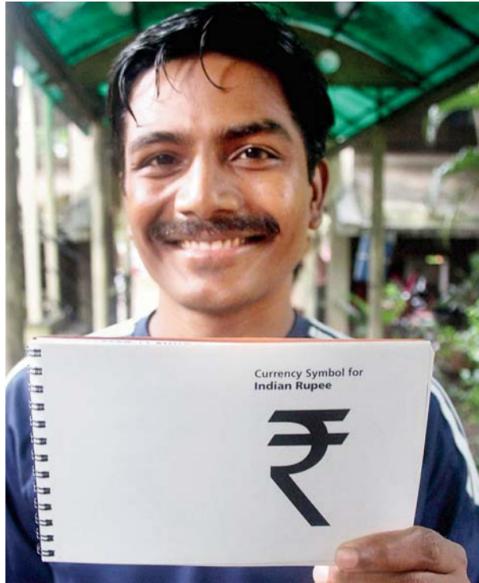
Computer firms expect the government to soon mandate that they include the rupee symbol on any keyboard manufactured or sold in India.

The government will soon direct Nasscom, the national association of software companies, to approach IT firms to embed the symbol in their operative software as a new programme or as an update. This will enable computer users worldwide to use the symbol even if it is not embedded on the keyboards.

DESIGNER GAINS CURRENCY

I am very happy... My attempt was to bring in Indian culture and Indianness in the design

D. UDAYA KUMAR who designed the rupee symbol



THE NIKE LOGO



- **Called:** The swoosh
- **Creator:** Carolyn Davidson, a graphic design student
- **How it happened:** Carolyn designed the so recognisable swoosh in 1971 while working for Blue Ribbon Sports, which later became Nike. She was paid \$2 an hour. The cumulative earnings for her work — \$35
- **Any bonus?** Blue Ribbon Sports gave Carolyn a gold swoosh and some Nike stocks
- **What's the swoosh:** It represents the wings of Nike, the Greek goddess of victory

MCDONALD'S ARCHES



- **Called:** The golden arches
- **Creator:** Jim Schindler, the fast food company's head of engineering and design
- **How it happened:** The yellow arches were part of the construction in McD's Arizona joint in 1953 — one on either side of the shop. The logo then was a picture of a chef called Speedee. In 1962, Schindler joined the two arches to form an M. The McDonald's name was added to the logo in 1968
- **What are the arches:** They stand for the M of McDonald's, the most easily identified symbol of America

TTMARKETS

INDEX	CHANGE
BSE SENSEX	17909.46 ↓ 28.70
NSE NIFTY	5378.75 ↓ 7.40
RS/\$	46.61 -0.09
GOLD	18740 -10

IN BRIEF

Modi plea dismissed

■ Suspended IPL chairperson Lalit Modi has been denied relief by Bombay High Court ahead of the three-member BCCI disciplinary committee meeting on Friday. The court dismissed Modi's plea to reconstitute the BCCI panel comprising Chirayu Amin, Arun Jaitley and Jyotiraditya Scindia.

SPORT

Price rise strike

■ Nine trade unions, among them Congress-backed Intuc, have called a country-wide strike on September 7 to protest price rise and the Centre's economic policies. Citu, the CPM's union arm, is supporting the strike.



AC METRO PREVIEW

See Metro

“We don't look at it in terms of victory or losing”

RATNAKAR SHETTY on Lalit Modi being denied relief against BCCI



Very nice... futuristic with a twist of ethnicity... just like modern India

SONAM KAPOOR actor



Very cool, I think!

ABHISHEK BACHCHAN actor



Good on you, IIT and IIT-ians, the logo is very cool, guys

ATUL KASBEKAR fashion photographer

Dog keeps jumbo waiting



The dog on the runway

Stray David vs Goliath of sky

R. SURYAMURTHY

July 15: Big boy, don't mess with this underdog.

The world's largest commercial aircraft flew into its David-and-Goliath moment when an Airbus A380 of Emirates landed in Delhi to a water-cannon shower welcome this afternoon.

On the tarmac, already drenched by rain, was a slippery customer, darting about with a catch-me-if-you-can smirk at the biggest bird of the skies. The four-footed mongrel and the centipede-wheeled mammoth sized each other up for a few minutes.

The behemoth blinked first.

The managers of the plane and the airport decided it was prudent to wait out the dog than taxi towards the aerobridge duct and risk an ill-omened mishap on first day, first show.

For nearly 30 minutes, the plane had to squat immobile on the tarmac before clearance was given to advance towards the bridge. By then, the dog had disappeared.

This is not the first time humbler creatures have thrown their weight around the high and mighty that come calling at Delhi airport.

CONTINUED ON PAGE 4



The A380 airbus. Pictures by Prem Singh

Pillai punch casts a shadow on Pak talks

SANKARSHAN THAKUR AND ARCHIS MOHAN

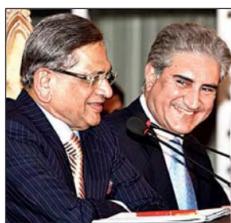
New Delhi, July 15: Deficit outscored trust and hype overran hope on the subcontinent tonight as foreign ministers of India and Pakistan spilled out prickly differences over cross-border terror, Kashmir and Balochistan at a joint news conference in Islamabad that barely escaped a breakdown and promised no breakthrough.

Conducted on the prospect of a "tactile" outcome, talks between S.M. Krishna and Shah Mehmood Qureshi seemed to have run into predictable alleys of conflict and left the neighbours lost on charting a common route to peace.

The Pakistani foreign minister appeared to take offence to home secretary G.K. Pillai's remark on the ISI's involvement in Mumbai on the eve of the talks, saying it was deliberately timed to give offence to Islamabad.

In fact, Pillai's comment hung heavy over the talks. "It was not just a peripheral role... they (ISI) were literally controlling and co-ordinating it from the beginning till the end," Pillai had said in Delhi.

Asked about the Pakistani government's failure to stop anti-India hate speeches by Jamaat-ud-Dawa chief Hafiz Saeed, the Pakistani foreign minister said both sides should create an enabling environment for the peace



Krishna and Qureshi in Islamabad on Thursday. Jay Mandal/On Assignment

process but pointedly brought up the Indian home secretary's statement on the eve of the dialogue.

"How did it help? We were of the opinion it was uncalled for," he said. India later took strong exception to Qureshi comparing Saeed to the union home secretary.

Of no less import, perhaps, were the emergent meetings that the powerful Pakistani army chief, Ashfaq Kayani, held with President Asif Ali Zardari and Prime Minister Yousaf Raza Gilani, just before the two met Krishna this evening.

The Pakistani army, word in Islamabad went, had drawn the line for the government as far as dialogue with New Delhi was concerned.

If Pillai's comments ruffled the feathers of the Pakistani establishment, what might rub New Delhi quite the same way is the spate of firing across the LoC in the Krishna sector of Jammu and Kashmir, which came even as talks

were coming to an end in Islamabad.

At the end of a frosty joint news conference, Qureshi told television channels he would "love to travel to India" to continue the dialogue but left nobody in doubt the talks were not moving beyond zero-sum lip service.

In fact, the news conference, which had started in a mood of bonhomie, degenerated into a tit for tat between the two ministers reflecting a widening of the much touted trust deficit that the talks were meant to bridge.

On the question of India supporting insurgency in Balochistan, an uncharacteristically aggressive Krishna accused Pakistan of not having provided even "a shred of evidence" on India's alleged role in Balochistan.

Indian external affairs minister went on to indirectly accuse Pakistan of encouraging infiltration into Jammu and Kashmir from across the Line of Control, infiltration that has increased 40 per cent in 2008-09.

Qureshi denied the charge and stated that no Pakistani government agency was involved. "Infiltration is not a policy of the government of Pakistan," Qureshi said.

The two sides agreed on the menace that terrorism posed. Qureshi said the two countries needed to "recognise it (terrorism) as a common enemy and, adopt a common approach vis a vis this menace".

SALE

up to 50% off

GRAB YOUR STYLE NOW

Get stylish deals on apparel, accessories and much more. Rush!

Green Card members get an additional discount over and above the Sale discount on net value: 10% as a 7 Star member, 7.5% as a 5 Star member and 5% as a 3 Star member.

Shop online at www.pantaloon.com

pantaloon

Camac Street • Gariahat • Kankurgachi • South City Mall • City Center, New Town