

# Newspaper Clips

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## **An underwear with cushions**

**PROTECTOR** It has been designed to prevent hip fracture among elderly due to fall

**Rhythma Kaul**

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**NEW DELHI:** There may finally be a product in the market that would prevent hip fracture among elderly due to a bad fall.

Named as the hip protector, the All India Institute of Medical Sciences (AIIMS) in collaboration with Indian Institute of Technology (IIT) Delhi has designed a special underwear that will have cushions or padding on both the sides, right over the hip bones. This would prevent the joints from fracturing in case of a fall.

"As their reflexes weaken with age, older people are not able to break the fall using the wrist and fracture mostly the hip joint," said Dr Rajesh Malhotra, professor, department of orthopaedics, AIIMS, who is part of the team working on the project. "Studies have shown that chances of hip fractures reduce to one-third, with the use of hip protectors," he said.

About 4.5 lakh people suffer from hip fractures in India every year.

"Chances of dying due to hip fracture are about 30 per cent within one year of the injury.

Only 40 per cent of those who suffer hip fracture walk normally, the rest require some support. Hence, prevention becomes necessary," he said.

The product looks like any regular underwear from outside, but from inside, it has been designed innovatively by the mechanical engineering department of IIT Delhi to suit the need of the elderly.

Pieces of a special material, which is a kind of silicon used in implants, are stitched to the pockets of the underwear on both sides. The material has been designed to withstand the

impact of the fall. "The impact is five times higher than in products available globally. It will be available at one-tenth the price," said Professor Naresh Bhatnagar, mechanical engineering department, IIT Delhi. A piece should maximum cost ₹500.

The product can be washed and dried in the machine like any garment. The institute has developed a technique for in-house manufacturing.

The Department of Science and Technology, Government of India, has funded the project. "In six months, we will begin trials on the target group," he said.



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# MEET THE TECHNOLOGY INVOLVED WOMAN

This newly coined term – Technology Involved Woman – is proof that women are not just catching up with men when it comes to technology, but even outracing them

Kritika Kapoor

Technology is presumed to be a man's world. Proof – every high-tech gizmo advertisement on television that doesn't even pretend to be catering to any other demographic besides the important-looking suave businessmen/teenage boys. And, as "The Social Network" already pointed out, even Facebook was invented by a freshman, hopped upon testosterone, to degrade women by rating their anatomy. The Silicon Valley boasts of several male inhabitants, but women who make it big in the techno world are few and far between. In these far from ideal circumstances, the Technology Involved Woman (TIF for short) has thrived and blossomed. What's TIF you ask? The term describes all the women, ranging from those in their 20s to the ones in their 50s, who "are using computers and technology more than ever in their daily lives" aka the BlackBerry girls, the Facebook moms and the Tweeting aunties.

## SOCIAL NETWORKING SITES

In a 2009 survey, women around the world were the majority users on every social networking site, leaving men behind by a huge margin. Women over the age of 55 were, in fact, the fastest growing demographic on Facebook. While men dominated the Digg, YouTube, and LinkedIn sphere of the inter-

net, women reigned supreme in the Twitter, MySpace, Bebo and Flickr arena. Fast forward to 2011 India, where though the number of male users on Facebook is larger than that of women, but the latter increased by a margin of 77% in the last three months.

Manasi Chopra, 22, a law student and part-time model, loves social networking sites – not just to keep in touch with friends, but also because it helps her make professional contacts. "I have made a separate work profile on Facebook, and I keep posting my new shoots online."

Aditi Dutt, 23, needs her regular dosage of "Tweeting and blogging." "I have been blogging since I was 13 – from MySpace, Blogspot to WordPress. Tumblr's the 'in' thing now and then there's the whole microblogging trend. As a journalist – it helps me get stories through contacts, track my favourite authors and journalists. My friends and I have grown up with the internet. In fact, for my generation, it was never a male domain to begin with."

Rozita Kapoor, 52, who would have never dreamed of going near a computer till five years ago, let alone operate one, now says that her days are incomplete without Facebook. Kapoor, who is an entrepreneur, says, "I got hooked on to it after I saw all my friends signing up. Besides, my entire extended family is on Facebook, and I didn't



want to miss out on all the pictures they posted. I have also been trying to locate the friends I had lost touch with. Now, I spend a couple of hours on Facebook every day. I also Google things a lot now. I never realised how handy it could be before."

Has she tried other social networking sites? "I have heard about Twitter," she replies, adding, "But I am taking it one step at a time, so maybe someday soon I will join that too."

## SMARTPHONES

An international survey found that women around the world appear to be more likely to perform a range of activities on their smartphones than men, they were more actively accessing social networking sites (79% vs 63%), playing games (76% vs 63%), sharing photos/videos (73% vs 65%) and conducting financial transactions (60% vs 48%). And according to BlackBerry India, the country is seeing this trend as well. Here in India, the smartphone trend has caught on with the younger generation, both male and female, but it seems that it's the moms who are getting most hooked on to the device!

"Various social applications like BBM, BBM connected applications and utility apps such as Tarla Dalal cooking app, drive safely, Twitter and Facebook on BlackBerry are some of the popular apps that are being widely downloaded and used."

The latest study, "21st Century Mobile Mom Report", shows the smartphone as an indispensable to many. In fact, more than half (53%) of the moms surveyed said they purchased a smartphone upon becoming a mom. Moms are 18% more likely than the average women to have a smartphone," said Annie Mathew, head of alliances and developer relations in India for research in motion, BlackBerry.

"A very significant number of women buyers are opting for smartphones today. With their myriad of applications and functionalities, which allows them to strike a perfect balance between their personal and professional lives. We focus on bringing an additional element of 'style' in our smartphones. Colours like cyan, fuchsia and sea green have trickled down from runways to the world of smartphones because women want to be bold and glamorous. Today with the ability to personalise smartphones to one's personal tastes and style, the demand for smartphones amongst women is definitely on a rise," says Poonam Kaul, director – communications, Nokia India.

Shabnam Budhbraja, 50, has had a smartphone for four months now she says, "Since I'm a homemaker, I have more time to understand the phone. The

messenger services I use suited me more because of five and often we parts of the world. I'm all that tech-savvy but proved me wrong. I'm versed with computers because I don't need to log in or some other indu to operate all these gads been a necessity, rather else." She says she also applications. "I have phone and other things download applications and then there other Tom. Whenever I get bc she says with a laugh.

## OTHER GADGETS

With personal organs digital tablets fast invading several surveys have found out each gadget's g ty Back in India, while find their laptops and t ble, and the younger phones, ipods and table portant as say – their lu is the homemakers' growing o market that makes for

"I have an ipad, a lap always thought I was te nged, but actually w up, considering that we es we can't live with home and the first thing laptop. Even during th stantly on your phone, checking mail or listen ishita, a 22-year-old law

Shobha Rakesh, a h her free time download movies and playing So top. The Kindle, says t given her a new lease c dicated to the Kindle. I ar it is easier to access boo released in India. I d would do without it."

Swati Mathur, gener uct marketing and corp tion, MarkMyIndia, sa very keen on getting GI average, 40% of their s used to women. She say cept is that women ne their windows on deser so the product is basic women. I think wome terest in technology bracket of the women w is from 23-45 years." Seems like the TIFs e



# "Young desis still prefer to work abroad"

Samidha Sharma | TNN

Mumbai: Young India's fixation with the West continues even though many non-resident Indians and expats believe this is their preferred place of work. Even the growing economy at home, clocking one of the best growth rates in the world, hasn't deterred the young workforce here from wanting to take a flight abroad.

Despite the gloom surrounding the developed economies, a majority of younger employees in India are keen on seeking jobs abroad that, too, without a pay hike, according to findings of a survey conducted by a global recruitment firm. Although, jobs may have dried up in the sluggish developed countries, young Indian profes-

sionals below 40 years still prefer to go out of India, said Ma Foi Randstad's quarterly review of 'mental mobility status' of employees globally. In fact, India ranks the highest on the mobility index.

Talking to TOI, E Balaji, MD & CEO of Ma Foi Randstad, said, "This is what youngsters in their 20s and 30s prefer but that does not mean job opportunities are available in these markets. The urban young prefer the Western economies like US, Europe, South-East Asia, Europe and Australia, if given a choice to work abroad." As many as 39% employees with lower educational qualifications said they would move abroad even if they do not manage a pay hike while a bigger

chunk of employees with higher education – 60% – said they will opt to work outside at the same salary. A significantly higher proportion of men – 79% – expect to go abroad for work that promises higher pay compared to 65% women.

While India has seen a back flow of talent in the recent years in the backdrop of the financial crisis which hit the world in 2008, the survey indicates that young Indians do not mind getting a global exposure professionally. "If you look at the 60% who have said they want to move abroad, a majority of them would consider working outside of India for six months or a year. Not that all of these would be ready to migrate to

another country," said Surabhi Mathur-Gandhi, VP (IT sourcing) at Teamlease Services. The IT sector which emerged in the early 2000s as a big draw for middle-class young Indians was a lot to do with it offering opportunities to work abroad. But things have changed over the years with challenging work coming to India, added Gandhi from Teamlease, a staffing services firm. "The reason for wanting to go out of India in the IT sector is not because of the quality of work on offer here, it is largely because people want a lifestyle change," she said.

The survey said that while globally employees do not want to move abroad for jobs with less than a third of the respondents worldwide supporting the idea China and

India, stood out as 64% and 58% of employees, respectively, said they would move abroad if they got the right job. In another extreme, employees in countries such as Denmark, Japan, Luxembourg and Switzerland indicated they want to stay put even if they get a pay rise.

Sunil Goel, director, GlobalHunt, an HR recruitment firm, said, "Though salaries in India have gone up and become globally competitive, the young Indian wants to taste foreign soil and get more exposure in their respective professions. Opting for a job abroad still works like a dream come true for young Indians as they are attracted by better lifestyle, best in class infrastructure, organized policies and governance."

**WORK LIFE**

## Financial turmoil apart, it's work as usual at IIM-A

fe Bureau

Ahmedabad, Jan 5: Fears of an uncertain economic environment may have taken their toll on summer placements for students of most business schools, but at the country's top-rated Indian Institute of Management, Ahmedabad, its business as usual. More than 110 firms from diverse sectors such as banking and financial services, consumer goods and telecom have recruited IIM-A Class of 2013 for summer internship between April and June 2012.

IIM-A released its first audited placement report, prepared in compliance with the newly evolved Indian Reporting Placement Standards late on Wednesday evening. As per the official communique issued by the institute, 377 of the total 379 students of the PGP in Management Batch of 2011-13 managed to get recruited for their summer internships. Prevailing financial turmoil notwithstanding, the banking, financial services and insurance sectors hired in large numbers, accounting for almost 30% of recruitment with 112 offers. Major recruiters included the Royal Bank of Scotland, Citigroup, HSBC, Morgan Stanley and Goldman Sachs.

Consumer goods, IT, manufacturing, online services and pharmaceuticals also hired significant number of students. This year, however, there was an increased presence of the pharma sector with participation of first-time recruiters like Abbott, Novartis, GSK and Astra Zeneca.

Most companies have offered internships in India with 309 students slated to do their summer internship in the country itself, 24 would go to South-East Asia and 15 to Europe.

# पढ़ाई के साथ-साथ कमा सकेंगे छात्र

## जामिया में अर्न व्हाइल यू लर्न नाम से ट्रेनिंग प्रोग्राम की शुरुआत

नई दिल्ली, विराट न्यूज। जामिया मिल्लिया इस्लामिया यूनिवर्सिटी ने छात्रों के हितों को ध्यान में रखकर पढ़ाई के दौरान कमाई करने का एक प्रोग्राम शुरू किया है। प्रोग्राम को अर्न व्हाइल यू लर्न के नाम से जानया जाएगा। यूनिवर्सिटी के डिपार्टमेंट ऑफ टूरिज्म, होटल, हॉस्पिटैलिटी एंड हैरीटेज ने पर्यटन मंत्रालय के साथ मिलकर 21 दिवसीय ट्रेनिंग प्रोग्राम की शुरुआत करने की योजना बनाई है। प्रोग्राम की शुरुआत 28 जनवरी से होगी। जामिया की मीडिया प्रवक्ता सिम्मी मल्होत्रा ने बताया कि प्रोग्राम का

उद्देश्य छात्रों को टूरिज्म संबंधी बेसिक स्किल की ट्रेनिंग देना है। इससे छात्र वालंटियर के रूप काम कर सकते हैं। पर्यटन मंत्रालय द्वारा 2007 में शुरू किए गए इस प्रोग्राम का उद्देश्य टूरिज्म के फील्ड में प्रशिक्षित मैन पावर का विकास करना है। प्रोग्राम में भारतीय सामज एवं संस्कृति के विभिन्न आयामों, पर्यटन के विभिन्न पहलुओं तथा प्रबंधकीय गुणों के विषय में जानकारी दी जाएगी। सिम्मी मल्होत्रा ने बताया कि ट्रेनिंग प्रोग्राम में भाग लेने के लिए फार्म जमा कराने की आखिरी तारीख सात जनवरी अवसर है। 22 जनवरी को ट्रेनिंग प्रोग्राम के लिए एग्जाम का आयोजन किया जायेगा। 18 से 25 आयु वर्ग का कोई भी कॉलेज छात्र इसमें भाग ले सकता है। इसके लिए 1000 रुपए फीस रखी गई है। कार्यक्रम के विषय में संपूर्ण जानकारी जामिया की वेबसाइट पर उपलब्ध है। ■