

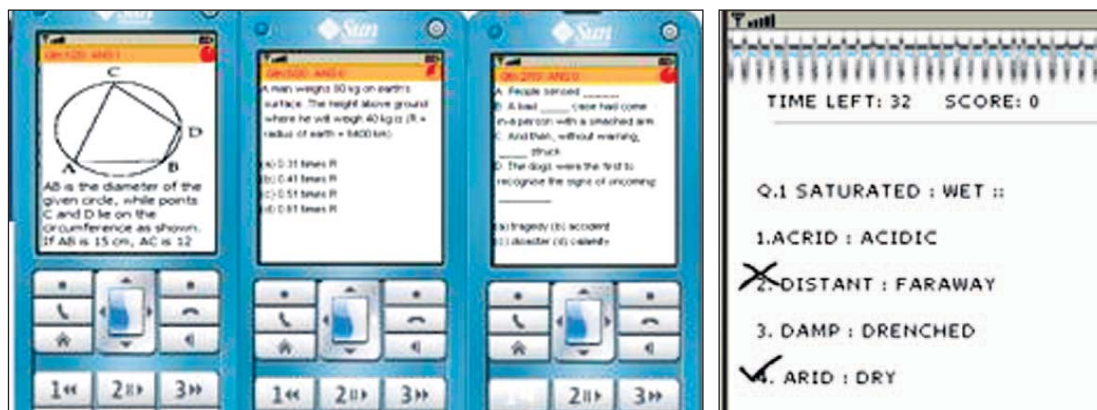
all-arounders

Tick TALK

UK reality TV star Jade Goody's life was like a live soap until her death with the international tabloids covering every single event that took place around her. Even to such an extent that a magazine had published her memorial even before her death. Do you think her life was too publicised?

Uma Riyaz Khan,
TV personality

The one thing that is clear about her personality is that she needs public attention all the time. She attained her glorious fame through *Big Brother*. If not for the Shilpa Shetty episode, India would not even have bothered about Jade Goody. But then I think all this International stardom made her go public with her health sufferings too. I believe she indented to be in the public life for whatever reason she believed would benefit her. The only positive aspect the public gained from her life is the increased awareness about the deadly cervical cancer.



Students can now get their study material and question papers on their mobile phones

For IIT aspirants mobile is not just a hand phone

Students appearing for competitive exams are mostly opting for mobile learning because it is easily accessible and cheap

ISHA NARANG

DC | CHENNAI

The possibilities of learning on the mobile learning platform seem to be getting simpler by the day. Students of CET, IIT JEE and CAT no longer need to worry about study time while on the move as they can now get the questions on their mobile where they can solve them, and even get the results. And the best part is that one need not have a GPRS-enabled phone to do this, thanks to the new mobile practice-learn-and-grade technology.

A company called Ipomo has introduced this technology, which it claims is the first of

its kind and will be available to students all over India through their website www.ipomo.com. They've tied up with coaching institutions like BASE, ACE and others, who will provide the study material. "The institutes will upload the material on the Internet and this can then be transferred to the mobiles," says Hari Prakash Shanbog, managing director, Ipomo.

According to him, all one has to do is connect their cellphone to a PC and download the free application. Elaborating about how it works, Hari Prakash says, "Phones costing as little as Rs 2,500 may be used for this. Students have to first connect the phone to the Internet and subscribe. Then they will have to download the MPLG application. An SMS will confirm the subscription. After that, they can get the study material on their mobiles whenever they want."

The company is also planning to introduce more features. "By June, students will also be able to listen

to lectures and see videos. We are planning to include pre-recorded videos of professors for the students," says Hari Prakash.

Another company, Delta Solutions, has also recently introduced mobile learning solutions. Speaking about the initiative Jinen Dedhia, the founder of the company says, "Students do not require operational GPRS or SMS connectivity and hence cutting down the heavy connectivity costs. Once packaged and activated, the packages work with a user interface engrossing the students to learn while traveling home from office or college, and numerous other situations where time can be utilised effectively. The applications can be downloaded through our website madmobilesoftware.com."

So what do the students have to say about it? Says Venkat S, who is appearing for IIT-JEE this year, "I think this is a cost-efficient and great time saving learning tool for busy students like me, who can now prepare better for competitive exams with ease."

'I THINK IT IS COST EFFICIENT AND A GREAT TIME SAVING LEARNING TOOL FOR BUSY STUDENTS'

CITY LIFE

BEAT THE HEAT

Two children enjoy themselves by taking a swim in the hot sun at Marina Beach

GANESH



Low awareness about TB among public



Reach volunteers at work

HARISH PRAKASH

DC | CHENNAI

India records 14 million cases of Tuberculosis every year, another six million are not aware they are infected and go on to transmit the disease to a dozen others. With such alarming statistics, on March 24 World TB day, the medical community is gearing up to fight against the social stigma associated with TB.

Says Dr Ramya, who has been involved in several awareness campaigns by REACH (Resource Group for Education and Advocacy for Community), an NGO, to bring down the disease for the past seven years, "The hospitals in Chennai see 10,000 new cases of infection every year. Even though a cure exists for TB, the major cause for concern is the discontinuity of the DOTS medicine supplied by the government. The whole course of the medicine is for six months, but many patients feel better after two months and discontinue the medicines. This not only makes the bacteria in the patient's body drug resistant, but it is also ends up infecting other people with this multi-drug resistant bacteria for which there is no cure."

The other cause for concern is the social stigma attached with the disease. "I have seen cases of women being turned out of their house when found infected with TB. The infection possibility exists only with the bacteria is present in the sputum and not for any other type of infection. Awareness will help tide over many such myths of TB," informs Dr Ramya.

Offering others glimmer of hope is A. Ganeshan, who was diagnosed with TB, two months ago. He says, "The first time I coughed blood, my whole family thought I would die soon. With medication I am much better now. My dosage has also been reduced over time and I am hoping to get back to my job after four months."