

speedread

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On the occasion of Moharram, processions were taken out in different areas of Thane

VPM POLYTECHNIC RECEIVES APPRECIATION FROM ISTE

VPM Polytechnic's excellence in quality technical education has received appreciation from Indian Society for Technical Education (ISTE), a national, professional and non-profit society recently. To appraise their efforts, ISTE has conferred on VPM's Polytechnic several honours such as "The Best Chapter of ISTE Maharashtra and Goa Section on the basis of activities carried out during the year 2009" and "ISTE-Narsee-Monjee Award for Best Overall Performance for Polytechnic in Maharashtra State for the year 2009". Also, Gaurav Mahashabde, Tejas Mavlanekar, Siddesh Tare and Aniruddha Patil from VPM's Polytechnic bagged third prize for ISTE-Narsee-Monjee Best award for project work done by polytechnic students in the state.

DRIVER POSSESSING GUTKHA WORTH Rs9.75L ARRESTED

Acting on a tip-off, Kalwa police, on Monday, arrested a driver for carrying gutkha worth Rs9.75 lakh in his tempo (MH-04 CU 8774). VB Desai, senior PI, Kalwa PS, said, "The gutkha is non-saleable in the state." The driver was arrested near Kalwa-Vitawa road at around 7 pm. In another incident, Yogesh Narayan Kulkarni, 28, a resident of Wadegar, Kalyan was, on Sunday, arrested for illegally possessing a revolver. As a part of the stringent security driver owing to the New Year, the police caught Kulkarni near Wadegar Circle and recovered revolver worth Rs10,000 from him.

TMC SCHOOL GIRLS WIN THREE BRONZE MEDALS AT NATL EVENT

Girls from Thane Municipal Corporation's (TMC) schools made the city proud at the national athletics tournament recently. At the national-level inter-school sports tournament, TMC schools won three bronze medals and a consolation prize. The tournament was held in Amritsar. Nikita Kochrekar and Arundhate Karath from Thane won bronze medal in long jump tournament. Meanwhile, Pooja Patil secured bronze in relay and Akshaya Ahine stood fourth in long jump. The students of TMC schools are trained under TMC's athletics training scheme which is specially meant for TMC students.

# City youngsters flock beauty salons to get the new look

## Streaks, blunt hair cuts with special spa treatment in vogue

Deepti Acharya

To make sure that they look their best while they usher in the New Year with their friends and family, young girls and boys are busy flocking to the beauty salons in the city. Funky hairdos inspired by Bollywood beauties are the favourite this season. Dimple Kumbhar, owner of Dimple Salon and Spa in Thane, said,

"Fire fly, mushroom blunt and layers cut are some of the hairdos in vogue. Most young girls want to look like Katrina Kaif, Priyanka Chopra and Genelia D'souza. They often cite the look of these actresses in their films as the references."

Along with streaking, short hair cuts and hair-setting, beauty treatments such as instant skin glow and skin polishing are also in demand.

Santosh Raut, director, Xperience hair and beauty salon in Thane's Hiranandani Meadows, said, "Short hair and layers with red and multiple colour highlights is in vogue. We witness at least 25% rise in the number

REPRESENTATIONAL PIC



FASHIONABLE

- Funky, Bollywood style and shorter hair
- Streaks in shades of red, blue, blonde and magenta
- Skin polishing and skin tightening, mineral-based, herbal based facials and instant glow treatments
- Spiral perm

of clients during the last week of December."

"These days, people want to look younger and attractive. Both men and women go for beauty treatments such as instant glow and non-surgical skin

tightening treatments," he added. Guapisima, described as a family fashion station in Thane's Hiranandani Meadows, has clients asking for vibrant hair colours such as blue and its shades. Explaining the reason, Shruti Lobo, a college enthusiast who recently got styling done, said, "A newer hairstyle or hair-cut can do wonders. The cosmetic treatments help a great deal in looking pretty."

Moreover, spa treatments too are preferred. Dimple said, "Body and pedicure spa services are a hit amongst our clients. People from suburbs too are now more open to opting for such services."

AFFORDABLE TREATMENT ATTRACTS PATIENTS FROM FOREIGN COUNTRIES

# City emerges as the new hub of medical tourism

Deepa H Sarna

With cheap cosmetic treatments being offered in Thane, at a time when the healthcare cost has scaled up globally, Thane has become a medical tourism hub for patients from foreign countries, claim city doctors.

Medical tourism is one of the emerging fields in recent times. Anti-ageing procedures such as neck-lifts and facelifts, and liposuction are the most sought-after cosmetic procedures by foreigners.

Dr Mohan Thomas, a cosmetic surgeon from the city, said, "Cheaper treatment in times of recession acts as one of the major attractions. Besides, the treatment cost is close to 20% lower than the average cost incurred in the US. Though, in Mumbai too the cost of treatment differs depending on the hospital, suburbs prove to be a much more cost-effective option," he added.

The influx of patients is more during their vacation period which falls at the end of the year. "Medical tourists visit the country throughout the year. But during their vacation which is at the end of the year, there is a substantial increase in the number of patients. People generally club their medical treatment plans with tourism. Moreover, in the winter, the weather conditions too are favourable for them."

Dr Sachin Bhonsle, orthopaedic and joint replacement surgeon from Wockhardt Hospital, feels that the business is almost 30-40% more in winter. "The reason being that abroad there are more holidays in December. Moreover, the climate too is suitable for their visit. We receive minimum patients in the monsoon. Improvement in infrastructure could be one of the most important reasons behind the boom."

DECEMBER CALLING

- Vacations abroad
- Winter is favourable weather for tourists
- As per the doctors, the treatment cost is 20% lower than the average cost incurred in the US
- The hike in the number of patients during winters is 30-40%



Anti-ageing procedures such as neck-lifts and facelifts, and liposuction are the most sought-after cosmetic procedures by foreigners

Dr Mohan Thomas

Cosmetic surgeon

Cheaper treatment in times of recession acts as one of the major attractions. Besides, the treatment cost is 20% lower than the average cost incurred in US."

Dr Sachin Bhonsle

Orthopaedic and joint replacement surgeon

The weather in winter is suitable for them. We receive minimum patients in the monsoon. Infrastructure development may have caused the boom."

# Drop in mercury, rise in ailments

Shubhangi Ghadi

The sudden drop in the temperature is creating several difficulties for asthmatics and those suffering from other respiratory infections. If the doctors in the city are to be believed, there has been a considerable rise in the number of patients visiting them.

While the temperature in Thane has reached a minimum of 15.6 degree Celsius and a maximum of 28.5 degrees Celsius, the temperatures are expected to remain on the same level for next few days.

Dr Umesh Londhe of Gopika Nursing Home at Naupada, said, "Winter affects patients suffering from asthma and other respiratory disorders adversely. With a drop in temperatures since the past one week, there have been several patients who have complained of wheezing."

Londhe stated that he has been visited by at least 10 patients suffering from asthma and other respiratory disorders per day since the last one week. He added that he expects the numbers to rise as compared to last year. "Last year, the winter was for a short period of time. Since the past two days, the winter has been severe," he added.



Another doctor mentioned that winters affect small children adversely as they have smaller nasal tracts and the cold and dry weather makes breathing all the more difficult.

Many senior citizens and asthma patients have, in fact, stopped going out early in the morning. Ram Bhagwat, resident of Pokhran Road No 2, 67, said, "Early in the morning, it is difficult to breath owing to the cold and smog. So, I avoid going out in the morning. Instead, I prefer going on evening walks."

Doctors suggest that people suffering from respiratory disorders should avoid going in crowded places and intake of cold beverages. The medication should be continued as per the doctor's prescription.

# Now, civic body wants its schools to be patrolled

Sukhada P Khandge

With increasing occurrences of eve-teasing and theft in the areas surrounding civic schools, the education department of Thane Municipal Corporation (TMC) has requested the Thane police to appoint beat marshals to patrol area near the school.

Suresh Gada, chairman of education board, said, "Recently, I paid surprise visits to most schools in the city. I discovered that as most schools are located in slums, there are many hooligans who stand outside the schools and try to disturb the classes. Girls and female teachers have to face eve-teasing. So, we need beat mar-

shals who can keep an eye on these hooligans."

He added, "I discussed the issue with school teachers. So, I have requested the traffic police to depute beat marshals in the area at least at the beginning and end of the sessions."

Some instances of the school being used for some work or robbery being committed have also come to light. "Though security guards and watchmen are present, they are helpless in combating the hooligans. So, it would be better if the beat marshals patrol the school area. This will also protect the school's reputation."

# Vacate office: TMC to edu board

Sukhada P Khandge

The education board of Thane Municipal Corporation (TMC) has been asked to vacate its office which is currently located on the first floor of TMC's head office. The letter was recently issued by the TMC.

Suresh Gada, chairman of education board, said, "The TMC has asked us to vacate the premises."

According to a senior official from TMC, the departments of the civic body are increasing. Owing to this, the education department has been

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EDUCATION BOARD

There are around 40 permanent administration employees in the education board. Besides, there are around 12 committee members. Principals of all the 126 schools under the board need to visit the board's office on regular basis

asked to shift their office to their school premises. As the education board has received this letter, they are now demanding a separate office building exclusively for the de-

partment on the lines of the Thane Municipal Transport (TMT) office.

TMT has its own three-storey building located at Wagle Estate. Gada said, "We have

requested the TMC officials to give us school no 19 located at Vishnu Nagar for our office. The requested school is located in the heart of the city which will make work convenient for all."

TMC's education department has 126 schools running at 85 buildings in different parts of the city. Gada stated that they will vacate the TMC's headquarters only if they get school no 19 exclusively for the education department. The staff of the department and principals too visit the department.

# Quiz contest in Mulund

DNA Correspondent

The mega finals of Rotary Inter School Quiz Competition conducted by the Rotary Club of Bombay Mulund Valley was conducted at Kavi Kalidas Auditorium recently. St Gregarious School, Chembur bagged the first prize.

The club has been organising this inter-school quiz competition for the last 15 years. Started as a small

project for Mulund schools in 1995, the quiz competition has now turned into a mega event. Schools from across Mumbai, Navi Mumbai and Thane had participated in this inter-school quiz competition.

Rajesh Kumar, director of the club, said, "This year over 200 students participated in the preliminary round. Only six schools had made it to the finals."

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## EDUCARE

Your guide to a better, brighter tomorrow

What is the scope for students who want to pursue a career in Public Relations? Could you name some reputed firms in the business?

— Rajaram Kadam, Balkaum

Various domestic and multi-national companies in India certainly need highly qualified and experienced manpower for advertising. Today in the corporate world one can see the use of various types of communication tools being used to sell product and to create profitability. Some of the major advertising agencies in India where one can think of making a good career in advertising are — Lintas, Ushak Kaal, Triton Communications, Ogilvy & Mather, Madison Advertising, Mudra Communications. India is also good destination for starting a career in public relations. Some of the good PR agencies in India are Howard Ruben, Insight Communications Services, Porter Novelli, Allison, Eileen Koch and Company among others.

Could you explain what the field of publishing entails? What are the different avenues to gain employment?

— Rajendra Karnik, Saket Complex

The increasing readership of books published in India has thus helped in the growth of career opportunities book publishing. While the job of a publisher involves everything from selecting and commissioning manuscripts to binding and marketing, the publishing process can mainly be divided into editorial, designing, production, advertising, publicity and marketing. Therefore career opportunities in the book publishing industry in India are diverse. The book publishing industry mainly accommodates people interested in creative writing, editing, marketing and also DTP operators, page makers, designers, cameramen, printers and binders.

Is there any scope in the field of environmental science? Can one make a career through the study of environment?

— Paresh Acharya, Teen Haath Naka

Environmental Management Courses are among the most sought after study programmes in today's academic world. Environmental scientists are seeking avenues to prevent further damage to the earth's atmosphere and surroundings which has been, in any case, caused by global warming. The aim is to make our earth a healthier place to live. In the anti-pollution drive, governments of countries are taking help of scientists and environmental management graduates. Environmental management jobs exist in state departments, large manufacturing enterprises, power generation plants, chemical factories, certification companies and research organisations.

You may send in your queries to [thane@dnaindia.net](mailto:thane@dnaindia.net)

This column on education will appear every Tuesday and will solve the queries of the students and help them choose the apt career track



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The prospectus and the application form for GD/PI are available from 04/01/2010 up to 16/04/2010 at PUMBA office on payment of Rs 900/- (for reserved category Rs. 700/-) by Demand Draft drawn in favor of "The Registrar, University of Pune", payable at Pune from any nationalized bank. Forms can also be obtained by post by sending a Demand Draft of Rs. 950/- (for reserved category Rs. 750/-). For details visit website [www.pumba.in](http://www.pumba.in)

**Reservations:** 50% seats are reserved for the SC, ST, DT, NT, VJ, OBC category candidates from Maharashtra State.

**Important Dates: ATMA Test: - 14<sup>th</sup> February 2010.**  
**Sale of forms at PUMBA: - 4<sup>th</sup> January 2010 to 16<sup>th</sup> April 2010.**  
**Last date for submission of completed applications at PUMBA: 30<sup>th</sup> April 2010**

Advt. No.: 55  
 Date: 18/12/2009

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