

## Cyber Indian celeb

A trend has been observed in Detroit and the US. NRIs in the US have started using names like those of Rani Mukherjee, H... on right from Arundhati Roy to Lata Mangeshkar nearly every celebrity's name has been used as a domain name.

The funniest part in this whole business is that these celebrities now can only fight for their names or buy them at a hefty price. A legion of Netpreneurs is rushing in to register Internet domain names that hold commercial potential - never mind that they may trample upon the rights of others.

KarishmaKapoor.com has been booked by a New Yorker called V Luthra. LataMangeshkar.com belongs to a Detroit-based fellow, while LeanderPa... property of one Srineel Shapur, who is quite... price is right. None of these sites, inc... and running.

## Tee design fu

Truly the future lies with the teens. A year-old was always misplacing a... (www.secondsaver.com), an online... they're supposed to be there - or even whe... site that took first place in the annual Ars...

"Someday, even your refrigerator is goi... he said. "I want to be a part of that." Anja... creating and maintaining useful, unique... for group efforts, taking home \$5,000 eac... Emily Boyde, 17, of Newcastle, Australi... to create their own websites and view sites...

This indeed is a phenomenal advancem... life, can very well be gauged from this.

## New Win

# Impromptu New kids on the block



It's amazing how the priorities of youngsters are changing these days. Just about a couple of years ago, if you had asked a college kid what his interests are, in more than 90% of cases you would have got an answer - movie, music and masti. Not that the order has changed in anyway today. But the priority list definitely has some new inclusions down the order. In a random survey conducted by RAW recently music, movies, sports no doubt found place at the top of the list, but there were some surprises in store. Internet, computers and technology found greater favour with the youth. But the best part of the outcome was the new additions to the list. Career growth, personality development, study abroad and entrepreneurship emerged as the newer interest areas of the younger generation.

The outcome is hardly surprising. Students have realised the importance of computers and technology in today's fast paced world and are equipping themselves to be a part of the revolution. With newer options opening up in the job market everyday, a sizeable population of teenagers are concentrating on traits like personality development and professional management that'll prepare them be relevant to the demanding needs of today's world. The examples of Indians making it big in IT and dotcom have definitely influenced more youngsters into choosing entrepreneurship and IT.

Does it mean that we are seeing the emergence of a newer breed of youngsters who are more interested in academics than in extramurals? Not really. It is wrong to believe that being fun oriented creates dull individuals. In fact history has shown us that most successful people were multi taskers who excelled in more than one field. Leonardo Da Vinci was a great painter, a dedicated scientist, an aircraft builder (he built the first ever aircraft) and many more things, all bundled into one.

So, what we need is youth who 'excel' in what they do and not just academically oriented ones.

All the best

G.P.Vinaybabu

vinayg@mm.strategicnewspapers.com