

Publication: Times Of India Ahmedabad; Date: Oct 5, 2009; Section: Ahmedabad Times; Page: 23;



# Life on the grid

A young and effervescent India lives in the World Wide Web. And anything is possible here. AT scrolls further...



Getty Images

and founder of a popular business and career networking portal, "There are two kinds of job seekers: active and passive. The active ones may want a job immediately and therefore

settle for the first best. But what youngsters today are doing through online platforms is that they are marketing and branding themselves in their network. So when the decision makers

hunt for the right talent and ask for references, your network refers you as a potential candidate."

So it's time to say, click online and move forward.

[khushboo.chawla@timesgroup.com](mailto:khushboo.chawla@timesgroup.com)

**KHUSHBOO CHAWLA**  
Times News Network

Meet India's keyboard-happy generation. Everything they do, everything they need is just a 'click' away. Planning to expand your business? You gotta take it online. Want to buy a limited edition book? It will be delivered at your doorstep. And your next party dress might be sitting pretty on your screen.

With 57 million claimed internet users, India is the seventh largest internet market globally. Internet is turning out to be the most revolutionary invention of modern times and is increasingly touching our lives in multifarious ways.

It is a uniquely amorphous and yet all encompassing universe where you can easily get everything you want. Says Softy Jain from Surat, "Internet is the best partner when you are alone. I have downloaded movies as classic as 1916's *Intolerance*. With not many movies of my taste being screened here, Internet is my best entertainment option." This tech-brigade doesn't frown if they miss an international soap season; they just mouse their way through.

By far the most ingenious technology, it offers access to information and people alike. "I planned my Diwali holiday online. Why go through a travel agent when you know they will add their commission? I searched up the

places, the resorts and flight tickets myself and have got a good deal," says Ruchi Mehta from Vadodara. Really, why move out when you can do all with just a click.

It is like a genie. Name it and you have it. "This Rakshabandhan, I wanted to gift a high end mobile to my sister. We researched on the different models available, their reviews and the best prices online. I finally managed to get it for 5000 less than the market price," shares Dhruv Shah from Ahmedabad. He mentions further, "I don't think that the younger generation can function without the internet. My friends book their shows online, sell their old electronic items on e-commerce portals and for that matter have even discovered their life partners from the web."

Agrees Sonia Sheth who is surfing the marriage portals for her Mr. Right. "With nuclear families and increasingly individualistic lives, my family's reach for finding a suitable groom for me is limited. For the advantage of a vast selection which can be filtered according to my specific interests, I have registered myself on these marriage sites."

Imaginable or unimaginable, there are hardly any aspects of our lives that are not touched in some way by the Internet. The young Indian workforce believes in even building their career online. Explains Yogesh Bansal, CEO