

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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D'ring: A Finger Ring for Women's Safety

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D'ring: A Finger Ring for Women's Safety

Abstract:

Personal safety of women is a big concern in many locations, including both cities and small towns. Balagopal Kesava Menon, an expert in martial arts and an instructor, wished to support women in protecting themselves in dangerous situations by providing martial arts training programs. Bala also desired to design a clandestine device that might function as a self-defense weapon in dire circumstances. After examining the different self-defense devices available on the market, such as stun guns, pepper sprays, and SoS alarms, he decided to develop a finger-ring-shaped self-defense gadget. Bala is currently contemplating how to promote the product. Will the markets welcome this new safety gadget styled like a finger ring ?.

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