If India has about 1.5 per cent women smokers, there are 8 per cent in BPO and 5-35 per cent in media and advertising. A team of researchers from Tata Memorial Hospital, Mumbai, studied the smoking habits of 646 BPO employees over 18 months, while researchers from NGO Doctors for You looked at 1,500 mediapersons. There has been a significant rise in women smokers since 2007, say researchers. Most said they took to the habit to quell hunger pangs. And the majority did not know that it could spike infertility apart from leading to heart disease and cancer.