

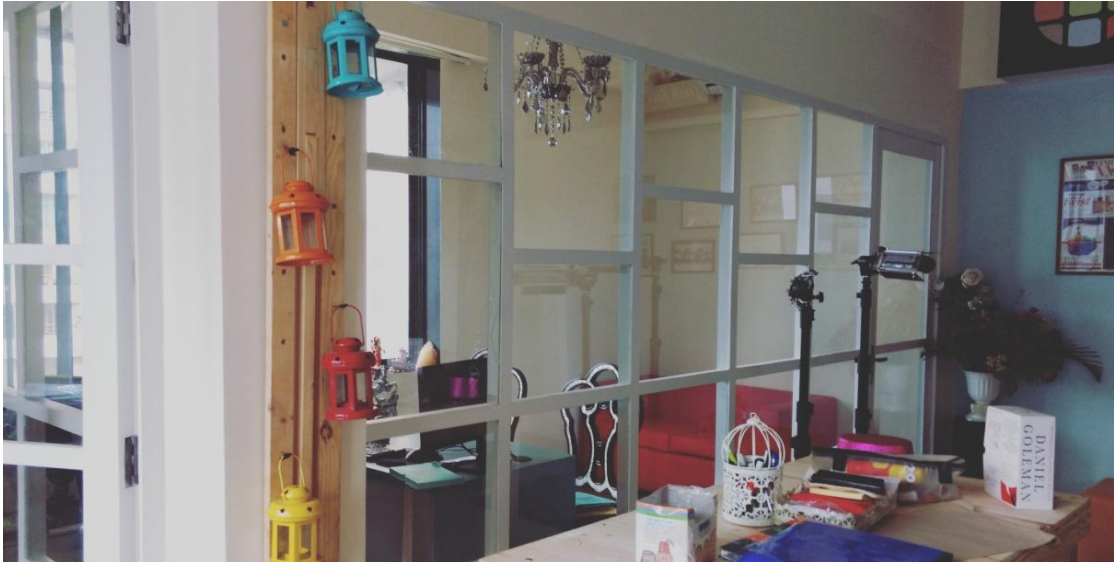
## *A month of adventure @sunSTRATEGIC!*

I remember the moment I stepped in the office. There was a drill machine going on full speed, the room had sawdust littered charmingly on the floor and there was a broom lying invitingly in the middle of the floor.

Surprised to find myself in the middle of the most unexpected hullabaloo, I did what any introvert can be expected to do: grasped one corner of the room and stuck to it firmly.

A few days down the line, the same chaos had transformed into the quaintest office ever.





The very first day, Ruth handed me a blog list which wiped the easy going smile right off my face. It went something like this:

Me looking at blog topics:

1. How to motivate your content worker (HAH! EASY PEASY!)
2. Stories to read this weekend (Smiles)
3. Brand evolution of Horlicks (Um, okay.)
4. History of Apple in 3 minutes (Google you better help me out)
5. Ancient Hymns which should start off your day/Evolution of Brand India (wait, wut?)

There were topics which would require me to read like crazy before penning the rhetoric down. There were topics which could easily have made for the most boring of reads but as a content writer, I had to ensure that a reader would be hooked to it after reading the first line itself. And for a writer who had just turned from blogging for fun to experimenting with serious writing, a timeline of 5 blogs a day spanning 500+ words was asking for a huge leap of faith.

The first four blogs I had to write required me to slog hours on just skimming through various articles which swamp the net, just to distinguish between what would be making the cut to my blogs, to what was balderdash. Going through a self-organised marathon of sites, slideshare presentations and

what not, I read about the brand evolution of Horlicks, Maggi and Cadbury and stories to read. In an effort to skip plagiarism, I went through a tonne of sites; so much so that by the end of it, I could almost reel off the article in its entirety at a second's notice.

The one thing which I loved about writing these articles was that once I had worked through the initial days and got the basic hang of the speed I had to maintain, the approximate word limit of the introductions, the listicles and the extent of their description, etc., I loved the inevitable opportunity it gave me of going through hundreds of articles, news, gossip tit-bits and other related articles in my search for finding food for my article. The huge impetus to my general knowledge was a welcome change from software engineering and database management terminologies!

I learnt to distinguish between good articles and 'writing-because-I-get-paid' articles. I perfected the nuances of a catchy headline, introducing quirky hashtags and maintaining the interest of the reader. I would pick up odd sounding words and would google innumerable ones or hear their pronunciation over and over and try incorporating them in my next article.

An article about the Louvre was a chance to learn about what Paris offered, about the apparent magnificence of tapestries, the romanticism of the streets of Paris and of course! Learn a horde of new French phrases. Je ne sais quoi? No? How about c'est la vie?

To a curious mind, this was unadulterated manna.

From learning about content seeding to trying to get the hang of CMS tool by youtube videos, to coming up with sad attempts at wordpress landing pages to being the designated amateur photographer to a very photogenic cat or getting decked with make up by the coolest of office mates, a month at sunSTRAEGIC has been a whirlwind adventure.

Long hours of commute had me reflecting on n-number of topics! From what I should do after my B.Tech to my higher studies, the thoughts flew from one thing to another but several things have become pretty clear to me. The first being that anyone can do a 9 to 5 job, there's absolutely no dearth of jobs either. Even the most normal of people would easily get a 10k job, but the perennial question is; Are you doing something you're crazy about? Because simply put, mediocrity is scary. Mediocre is do-able, mediocre pays the bill, and mediocre gets you an 8 hours sleep. But what it doesn't get is the high of doing something you love, it doesn't get you the confidence that you can do whatever you want and do it well.

Also, a boss who wasn't afraid to pat your back when you wrote a kickass article was an added incentive to be your effing best at the job!

A month of blogging at sunSTRATEGIC has stuck home a number of realizations, the first and foremost being a

reiteration of the fact that there's nothing akin to my love like writing.

Most people I know, hate their jobs, crib about the 9 to 5 schedule and can't wait for the weekend to begin. I won't deny I don't look forward to the weekends as well, but then, I found myself looking forward to the Mondays as well. (Monday blues, say whaaaaat?)

There is absolutely nothing akin to simply writing for hours at end, and many have been the days when time would pass in a flash from morning to evening in writing blogs, interspersed with some quips from everyone and of course, the antics of tintin!

Tintin, who? Only the most adorable cat in the world duh!

I've never been a cat person to begin with. I'd also be the first to admit that there's something eerily creepy about the bluish-green eyes of cats in general, but Tintin, with his melting brown eyes and a blur of color jumping through laptop wires or watching the world at large from unblinking eyes from the table has become a common enough sight at office, one which I've come to look forward to, in the short span that I've been here.

Tintin has also been the coolest model for my pathetic attempts at photography. Witness these:





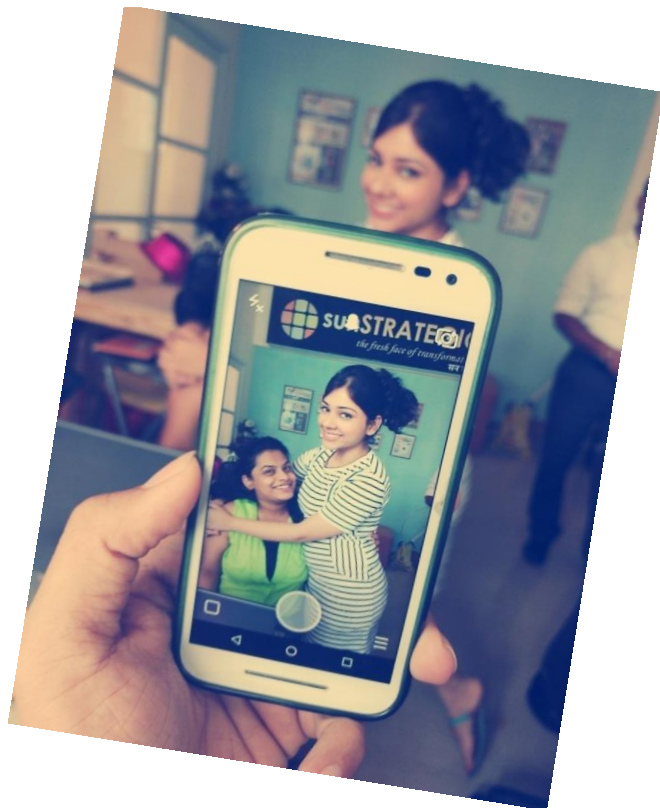




In the short span of one month, I can proudly say I've met some of the coolest people ever.

There's Ruth, who'd waltz around in the office and has been the friendliest of people I've ever encountered. And yet beneath that friendliness is an iron exterior as well of someone who knows how to get things done. She makes you laugh and she's right next to you when you need some advice about any serious topic as well. Warm vibes wanted? Ruth is the answer!





There's Avi, with his running sarcastic comments, someone who has been the reason behind many a loud guffaws of laughter. Who does Tintin choose to do shit over? Avi, of course! With Avi softly crooning 'I like big butts and I cannot lie', who can blame Tintin if he chooses to simply go with the flow!

There's Ritika who leaves everyone gobsmacked with her culinary skills and knows a thing or two about make up too (I could actually feel how passionate you're about being a make-up artist, the whole time you were doing my makeup for the shoot and mumbling jargon like contouring and stuff, so for that reason alone, I'll not mention what a pain in the ass getting the mascara blobs off my eyes was.)

There's Swastica who stands her ground no matter what. And never backs down from a witty retort as well!

There's Rajan and actually, I find him very inspirational actually. He's someone who didn't have any IT knowledge to begin with, but is THE most knowledgeable person to refer to in any software related crisis. He once told me he has learnt the entire programming, making websites and computing the CMS tool simply from Youtube videos and CDs. Whoever said you needed a degree to be something worthwhile, can simply go bang their head against a wall!

There's Sachin, who has been my travelling partner while I was in Worli. Somebody who I have had umpteen fun times with and whose sketches are simply out-of-the-world amazing!

The workplace of sunSTRATEGIC is made up of the nicest people imaginable. You'll find no one who is malicious or interested in back bitching. Its just a bunch of people who're good at what they are and have fun while doing it.

Maybe this friendliness which bounds us all the very reason why this company is scaling mountains as we speak, aye?

Lastly, I'd talk of the one person who has been pretty goddarn awesome!

People who are in the business world are often hard as nails and seem to have gotten so immersed in that world itself, that the human touch seems to be lost. But not this lady. She's logical and she's witty. She's brilliant, and she doesn't put up with anything other than brilliance from her employees and the work she puts up before her clients, as well. And yet, what sets her apart is the way she puts her

soul in whatever she does! You may come across a thousand bosses; but will you ever work for a boss as cool as mine?



\*pfft\*

(I doubt.)

A month back, brimming with a giddy mixture of excitement and apprehension, I had started going to office. A real one for the first time ever. A place where people came and went at time, an place where we had 11 o'clock meetings, deadline to meet and scary bulky 20 something page documents to sign (which inadvertently screamed \*secret service\*. Pity they were simply Non Disclosure documents.)

'I feel like Sid' I had joked on my first day. A perfect misfit in the world of people who had perfected the 9 to 5 schedule. The introvert in me refused to approach anyone.

Slowly but steadily I came across some very amazing set of people. Be it the ones I shared my desk with or the bunch of people who welcomed me in their group and considered me one among them.

I've no idea when the 11 o'clock coffees turned routine, or when Ruth turned 'Ruthless'. I don't remember when expostulating over the drawled out version of 'Jyotsaaaana' turned into simply mournfully shaking my head even as I chuckling softly to myself.

There are horror stories associated with being an intern. Nobody cares about an intern. But these people have given me some of the fondest memories to look back on! I go back to Delhi, carrying the memories of a whirlwind adventurous 30 days and a promise to come back to this amazing city.

Everyday has been about learning something new. And I think the biggest learning of it all has been that given a chance, every single person is capable of etching fond memories in our lives. Every. Single. One.

I'm so going to miss this place. But even more, the people.



Au revoir 😊