

1. Copy

Brand	Message to be Delivered	Copy
Cinnabon	Happy Friendship Day wish	Cinnabond (image shows 2 friends sharing a cinnabon product)
DIDA sportswear	Winter wear hashtag	#bewinteractive
DIDA sportswear	Community-making focused tagline	Join The Movelution
LULU malls	Shop at Geetanjali and eat at KFC (one stop entertainment)	World's Crispiest Chicken OR Intricately embroidered Chikan
Sanfe breast tape	Creative copy for social media graphic	Breathable tapes to hold your tricky capes!
LULU malls	Textual creative to create buzz for launch of Lulu malls Lucknow.	Name a place in Lucknow where you could lounge, laugh, lunch and loiter to your's heart's content. Hint - It's name begins with an L

2. Funny posts

a. Palm comparison

I can see two palm trees outside my dorm window

And I'm sure, Palm One is taller than palm Two

But wait, lemme think again because I've got nothing else to do

And eureka!

Overthought is such a stunner

Because now I can put it so much better

Palm One is Palm One And Palm Two is Palm Two

Come let's unlearn positive, comparative and superlative degrees of adjectives together

Coz not everything that we had read in third grade is true, babyboo.

b. Panipuri

The panipuri counting drill

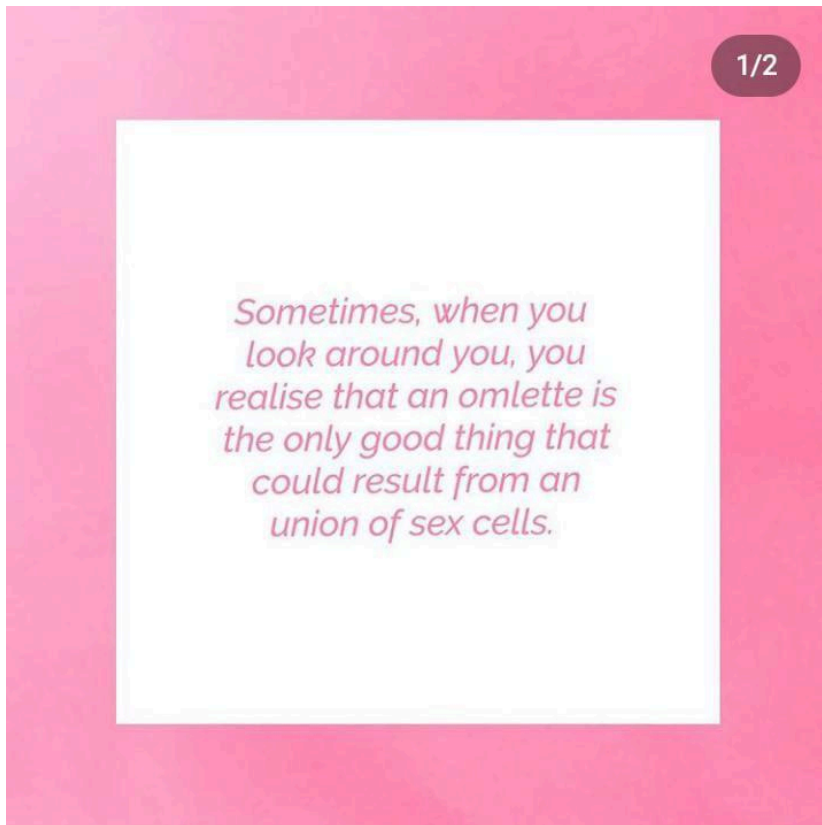
You know when I was 5, I'd count the number of panipuris I could eat for ten rupees. It was an easy one. Each one, one rupees. Ten puris, ten rupees.

But then that uncle started
giving 8 puris for ten rupess and
i couldn't make sense of how much
could each puri cost.

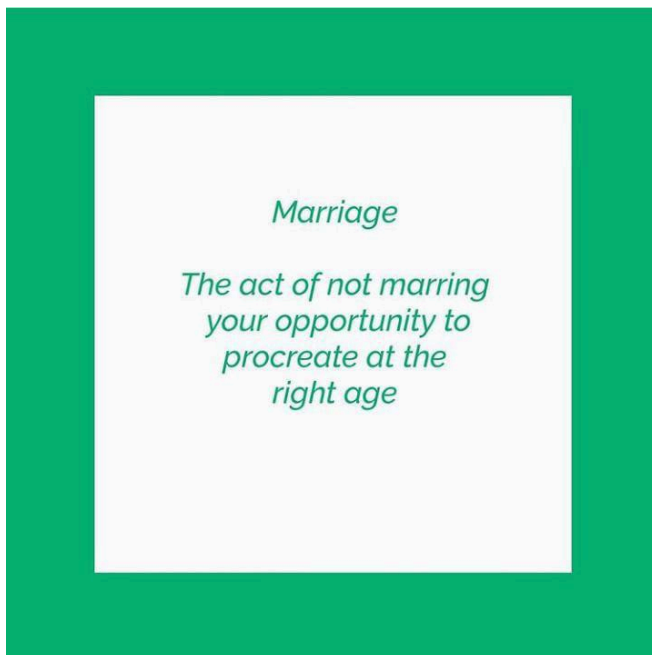
You see i hadn't come across a
chapter called fractions when i
was 5.

And hence my life was happy.
And whole.

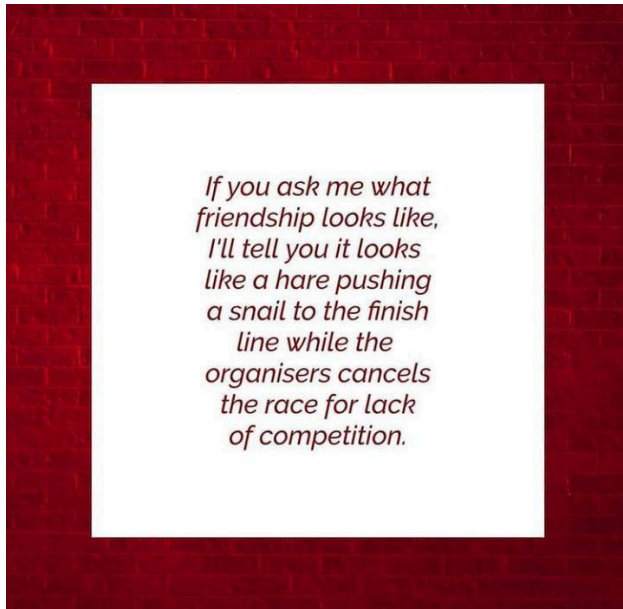
c. Omlette



d. Marriage



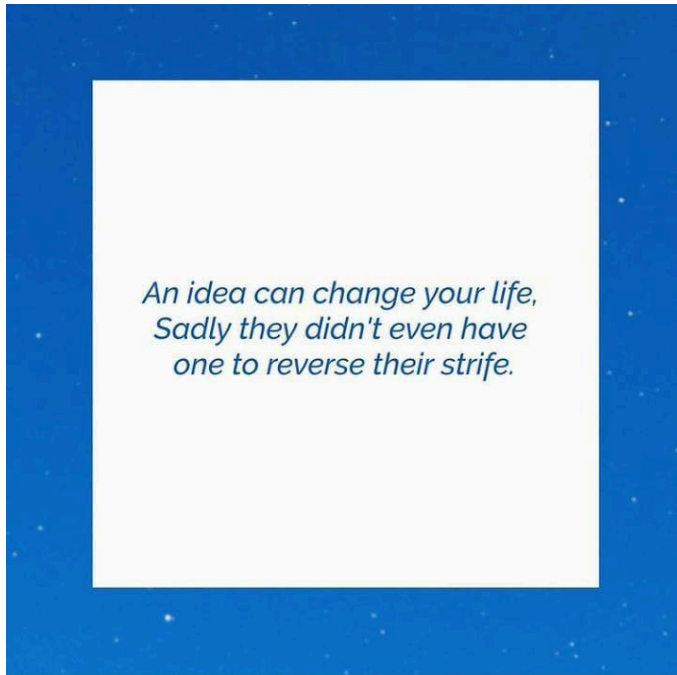
e. Friendship



f. Gorgeous



g. IDEA brand



h. Sibling goals

There is a satan that lives with me

For 8 long years she has kept wetting my bed in pee

And finally when I thought she was tall enough to not set her bladder free

She came in and peed another sea

.

There is a satan in my house whose sketches look like shit

She boastfully claims, "They are such a hit"

Plagues my walls congesting them, "So soo lit"

I quip in, "Not a worm would spit"

.

There is a satan in my house that steals my things

And when I mention it to her, she stings

She stares, "You gave them yourself miss amnesiac wings!"

And when I overstate, she says, "Okay fine, just lemme keep the leggings!"

.

There is a satan in my house that thinks she is Shakira reincarnate

"Look look isn't my dance great!"

I mumble, "Haughtiness is something I really hate"

"Huh", she rolls her eyes, "Says the one who can't even walk with a proper gait."

.

There is a satan in my house that is eating my share of ice cream now

I better hurry up and get my share anyhow

Before she goes all chow chow chow

So, pardon me for the short poem. Goodbye and ciao.

i. Pizzatales

Sweet basil to soothe a tongue ablaze

Mushrooms soft and meaty in butter glaze

Sausage fat and brown; sprinkled with mace

Pepperoni adding symmetry to the round base

Onion salted and sliced to slim suds

Rosemary kindling up sleepy taste buds

Bacon baked to slices crisp

Coriander sprig entwined with a cilantro wisp

Parmesan in generous showers for jaw yoga

Garlic armed in incense that drives you gaga

Rocket leaves to nibble and munch

Jalapenos adding fire to a hunger hunch
Oregano builds up a herby feel
Mozzarella in gooey goodness has visual appeal
.
A pizza has flavours diverse
But I have gluten allergy
I am pizza averse

2. Poem

Nerd bae chalks out flowcharts to kiss;
mint-slow-stop-tongue-look-fast;
dreamy eyes to make it last
.
Nerd bae holds your hand in secluded shades;
but not until she scans the location on 20 satellite softwares;
electric taser in her pocket ready if the matter flares
.
Nerd bae pours sand around your swimming pool - a beach home in mind
she googles SPFs and slathers tubefulls of sunscreen on your back
steadfast you sunbask face smeared in lemon mask
.
Nerd bae gets you protein shakes concocted with spinach tasting like puke;
and just after the last sip as soon as your food pipe heaves up,
she treats you to butterscotch ice creams, making sure
you don't end up with puke dreams

.
Nerd bae muffles you with measurement tapes- hips, chest, arms, nose, fingernails;
feeds data into her laptop bots computing your body type;
building t-shirt selection algorithms vast as she frowns at your wardrobe aghast

.
Nerd bae writes you love letters on palmleaves;
wraps toffees in them so that you get a heart-ful after every tummy-ful;
still then if you are hungry for more,
she hops in grabbing cookies from the nearby store

.
And if you verse out those three magic words to her

.
Nerd bae doesn't return them back at once

.
She chuckles,

.
"The day before you spoke it 2 times

Today it's 4 rhymes"

.
"I love you too" she simpers in tease

"But don't break this geometric progression please!"

1. Quote

Multitasking : Too many broths spoiling my plate.

3. Choosing your food

There are tons of food advice out there - diet fads, fasting and avocados on toast - damn i see a lot of them.

This is where you don't know whom to listen to - question arises.

WHO DO I BELIEVE?

A simple mantra that I follow with food is to eat what my ancestors ate.

Here are examples.

- I have a millet mix and a ragi pack. Ragi is what my forefathers have been taking since years. We cultivate it on our lands and it's our signature crop. Every morning, even though I reach out for a millet mix bowl with milk, my stomach requests me for a ragi porridge.

It's almost like my stomach whispers a thank you, everytime I have it.

Ragi > Millet mix for me

- Also rice water porridge or just plain rice water works wonders for my gut in this sweltering summer of April. I got a habit of drinking it from my grandparents.

- And how could I forget vegetable stew. Ragi, rice and curd sauted together with a big bowl of vegetable stew keeps the farmers of Southern Odisha up and running from 4am-4pm. Naturally, I must have inherited their guts.

And it becomes easy for me to know what works best for my gut too.

SO, WHO DO YOU BELIEVE?

BELIEVE IN YOU, YOUR GUT.

IT TALKS TO YOU - LISTEN TO IT CAREFULLY.

4. Ancestry

How unique is your ancestry? Here's mine.

- I've inherited the slight mouth protrusion which was common among a few tribes of my state.
- Every time my father smiles, his whole face flexes upwards like a U. It seems like his eyes, cheeks and nose - all of them are singing jubilantly in unison. Got that.
- I get complimented about my hair. I think its a cross between the strong epigenetic transformations that my ancestors caused to their hair genes by eating nutritious foods and living healthy lives. I seem to have magnified that trait even more. I reaped what they sowed.
- And dimples yes. I have dad's dimples.
- We are a thin bunch. However much we eat, none of us get fat. I love eating rice thrice a day but i am still around 48 kilos. Since years.
- I have my grandma's skin. It looks like open toothed soil in winters. It has a tendency to dry up so hard, my legs look whitish in winters from the dermal shedding. In summers, they glisten like anything.

5. City favouritism

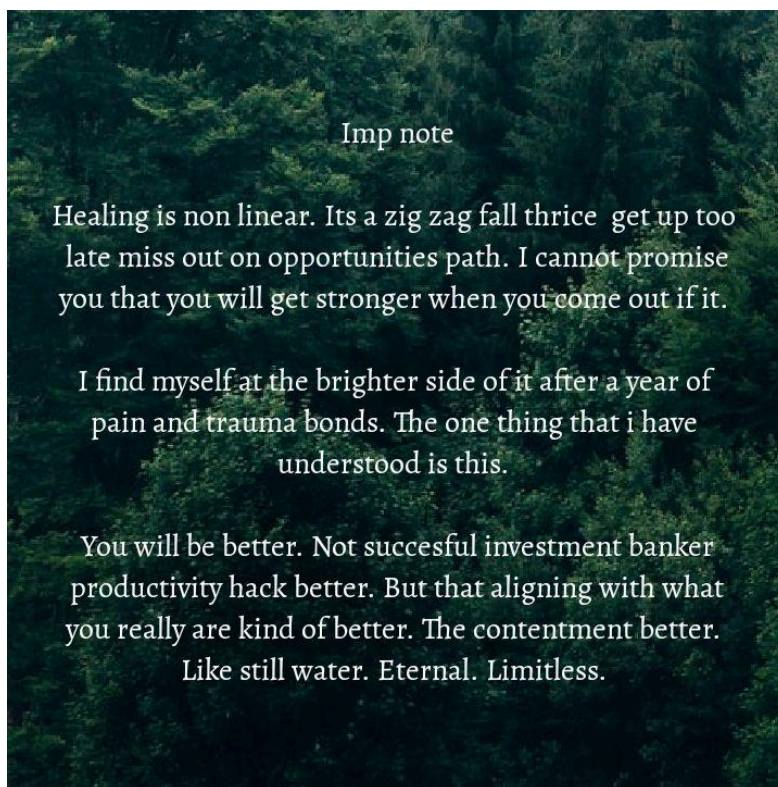
What I love about my tier 2 city.

- Less P's. Pollution. People. Psychologically hazardous freaks.
- Green ventilators everywhere to keep the air fresh and your mind sane; did you know oxygen deficient places make you irritable?
- Gardens. Big gardens. Potential to grow my own food.
- Open roads. The best pro.

What I hate about my tier 2 city

- Less intellectual stimulation, but hardly matters most times – I am somewhat of a loner.
- It's slow and I like a slow life but sometimes a tab bit faster works. People take hours to say things that only need minutes.

6. Pic Quote



7. Healthy foods

Healthy food is my tummy-right and I shall have it.

I listed 3 healthy snacks you can buy (without burning a hole in your pocket or tummy).

My tummy goes haywire in summers. Reason - the hotter, the slower enzymatic release and hence the frequent feeling of a 'churning' belly.

I still don't find enough time to cook everyday so I eat out sometimes. Or rather most times. Here's my list of goto's.

1. Litti chokha - atta, ghee(which I bet you need), sattv, aloo, brinjal, tomatoes. Not fried, roasted. Sounds like those new new chips they sell nowadays. All ingredients un-harmful. Ask the vendor to lower the chillies maybe. Hotter days call for 'sadha' foods.

2. Bhutta aka corn - Don't 'chat' it. Ask the vendor to rub some lemon and a little bit of chilli chutney on the cob and give it to you. A 'chat' is costlier with more spices and prices. Haha.

3. Salted boiled eggs - Cheapest. Good Proteins.

8. Odia

I hail from a place where people speak Odia in an accent and tone so loud, it sounds like we are rolling out expletives.

People from other regions of my state hate our place because they think our language is crude and hence are we.

Truth being told, my village shares borders with a South Indian State.

We have borrowed their love for gold, their genes(through inter border love) and their accent too.

The cultural influences have been profound and they make us so unique.

The back story to my people being judged for their fiery tongues is that we lived and shared traditions and language with some unique cultures born of the same Indian soil.

Moral - Be inquisitive about things. No need to draw judgements.

9. 3 things nobody tells us about calories

- Even the most proficient of nutritionists will be unable to give an accurate estimate of the calories that a food furnishes. It's all shooting arrows in fog.

- Yes apple has n calories but Ram absorbs only x while Shyam utilizes y. Calorie is a measurement of the food composition not your intake capacity. The latter is bio-individual. And a better marker for your nutrient needs.

- Don't fall for the calorie counts in food packages. They use outdated methods.

10. Eating myths

Switching to healthy food?

Eat > than what you used to eat before.

Healthy food means narrower choices for a person with limited means.

You need to cook more - that eats time too. On a lazy day, I cannot cook and neither can order unhealthy food.

I realised that i stayed hungry more often due to this reason.

Faced chronic exhaustion later.

So, if you are on a healthy diet, eat a lot. It's better to eat moderately unhealthy food and heal it off with some good food plus herbs plus hydration than stay hungry because you should only be eating healthy stuff.

We don't aim for perfection on day one of building a skill.

Why do that with our eating habits?

11. Book selection

There's a book written for every thought you get in your head.

So, if you choose your thoughts, choose your books too.

12. Fun facts

1. Early retreat of migratory birds is a warning of global warming
2. If you see ants carrying their eggs to higher mounds it signifies an expectation of rainy weather. In the next 2 days.
3. Jungle fowl caws continuously - downfalls are coming.

All of these are natural markers people use to protect their crops from disasters.

13. Brain cold

Did you know that your brain gets a cold. I don't mean the dizziness you feel when you have a runny nose. That's different.

There's another kind of fog that shrouds your grey cells too.

When you are obese, there's a certain degree of inflammation in your brain that blocks messages from your hypothalamus to your sense and motor organs.

An obese person when full after a satisfying bucket of chicken wings will still feel hungry even though his stomach is packed to the nose. The 'i am full' screams from the hypothalamus won't be able to reach the sensory part of your head. And, you continue to gobble down.

14. Pressure tactics at B schools

Pressure's place is in the cooker. Not your head.

I have a few opinions about the intentional application of pressure to bring out the best in someone.

A lot of B schools act as concentration camps(I mean mental ones) and sure they produce fine, polished gems in the end, yes.

On one hand we have people like Feynman, who were so intrigued and pulled forward by their 'why's' that they'd never label their lives as difficult. Their external and internal environment somehow resulted in them being drawn to knowledge and that made everything easier. They must have been pressurized too. Just that they didn't mind or feel it because they liked what they did a lot.

But not all of us are like Richard Feynman or Hans Rosling. We care about what others think, want to have a nice comfortable job and feel fear/insecurity more number of times than we feel curious.

These kinds if put in a 'no questions asked' high pressure env, either learn to be like Feynman in a dramatically short span of time or just tag along, staying on edge but never falling off.

Which is why it's important to find a why bigger than the bucks or social validation/security a good b school brings.

I won't take stress if I am working towards researching the methods used to conserve the long lost recipes of Pickle Making in say, Indonesia. I would enjoy it.

I will take stress if I have to work on a presentation that's due next week and also read a lot about it because my batchmates will grill me with a lot of queries.

Funnily, the former and the latter are the same thing.

Knowledge is the way to go.

15. Notes from Superforecasting by Tetlock and Gardner

- Replacing 0.506127 with 0.506 could produce dramatically different long-term weather forecasts. This is true for all non-linear systems (systems where the change in output is not proportional to the change in input). That covers most systems in nature including nature too.

- Scientists now show lesser confidence in their ability to predict certain events than they used to, years ago. They have discovered more only to realize that there is much more to discover and factors though mapped already, are too complex in their behavior to predict patterns.

Personal take - The authors say that it isn't too difficult for a common person to become a superforecaster if they start drugging on knowledge and accuracy of the methods employed to measure. The beginning of the book mentions a checklist that itself increases the accuracy of the prediction by 10%.

I can draw a parallel from The Checklist Manifesto which mentioned something similar. Strategically written checklists brought down flight accident incidences by a considerable percentage.

Be it using checklists for accident control or predicting elections, I think that there's an underlying humbleness in giving in to a checklist. It says that we as humans, accept our fallibilities and are willing to work around them.

Do, you make checklists too? What are they about?

16. Environments at most middle class Indian bathrooms are highly economical.

- Cutting the toothpaste tubes to find more toothpaste in the unsqueezable corners.

- Merging that almost finished soap with the new one.

- Adding a bit of water to the almost empty shampoo bottle for one last wash, especially if you forgot to add a new shampoo to your grocery list that week.

It's funny how we are so mindful about our resource consumption in the bathroom.

Except that continuous tap, of course.

17. How to deal with jealousy?

It's tough dealing with undesirable feelings.

I remember the times I used to feel disturbed when someone performed better than me. I'd spent hours explaining to people about how they are not worthy of what they have achieved. Because it's an easy goal. Or they found this immoral shortcut. I was tying their worth to their achievements because I was tying my worth to mine too. So if only I could prove that their means to achieve something or their achievement itself was not a big deal in some way, I would reduce their worth and in the process, maintain mine above them. Needless to say, I ended up miserable.

Jealousy is denial. An absence of self love. An absence of a broader world view. The one that says - you, me and everyone else who resides under the blue sky were born worthy and will continue to be worthy irrespective of all our achievements and mistakes. We are equal love and we always, always, always will be equal.

Our paths are unique and there's enough place in the world for each one of us to be successful.

18. How can education change your life?

It can help you in feeling nothing after looking at a woman with exposed body parts. So that when someone else looks at the picture and exclaims, "Oh man, she's hot!", you can quip in with "No kid, she's more".

It can help you in understanding that hot is in the oversexualization of normal feminine body parts. Or that hot is in the marginalization of beauty standards that has seeped into your head due to vigorous social conditioning. Hot is not beauty kid. Hot is your wrongly modulated subconscious brain on autopilot. Hot has a history. A shameful one.

19. Why do humans dominate earth?

Because there's a necrosphere.

That which stops living is dead. All organisms dead make up the necrosphere.

In the necrosphere, there is a constant cycling of energy going on.

Animal gets killed by predator. Predator feeds. Vultures and hyenas scavenge.

Ants and worms munch into the remains which are finally finished off by fungi and microbes. Energy in the animal gets redistributed into the soil and various other living

organisms. So energy cycles. But does all energy keep cycling? No, some of it is trapped. Remember, the necrosphere - its all things dead. Well, think of organisms whose bodies are crushed between land layers or rocks. Pressure and deposition makes them immobile and they become what we call fossil fuels. That's trapped energy.

Now lets move on to the sources of energy that organisms use to sustain themselves. All earthly beings use the sun and only the sun for fulfilling their energy needs except for one. Us. We use fossil fuels too. Fossils are 'energy reserves of the past' which haven't been exploited by anyone except our fellow sapiens. We are more because we have more. We use this more to help ourselves flourish at the expense of other species.

Ecology says that as long as the species that participate in a competition are drawing energy from the same source by direct and indirect means, the degree of success or failure of one over other is a chance phenomenon. Whatever the case, it usually does not result in one species disappearing completely i.e extinction. But when humans compete with other species on earth, they cheat. Our energy sources being more, we fight a battle that was already in our favor. No wonder, we win all of them. And drive millions of other into extinction.

20. Gaia Hypothesis

In 1974, biologists James Lovelock and Lynn Margulis encouraged us all to see our biosphere as a single living organism. They called it the "Gaia hypothesis," suggesting that the biosphere acts like a super organism where everything is connected, where one part of the planet will compensate or regulate another part if it is in trouble, like a body with different organs that work in synchrony.

Interesting, right?

21. Quote

Don't just walk on the road not taken.

Be that road too.

Grow signs on your way that help newcomers with navigation.

22. Butterfly gifts

A male butterfly provides a mating gift to his beloved when they copulate.

Can you guess what it is?

Sugar?
Nectar?
Pollen?
Nope!
It's salt.

We have read so much about pollination, nectar procurement, and butterflies that it isn't difficult to understand that sugar/nectar is not a scarce resource for a butterfly.

And since gifts need to be valuable, our lady butterfly cannot be buttered into mating with a sweet gift. Meh.

Butterflies are sensitive to sodium deficiencies. Sodium is to them what sandalwood is to us. They actively look for it all the time. Why?

Because the male passes on 1/3 of his sodium to his ladylove when they mate. He suffers from a deficiency thereafter.

His wifey too turns pregnant soon after and passes on her sodium to her kid in the egg. She then suffers from sodium deficiency.

Wifey and husband then go for a salt hunting post-partum honeymoon adventure.

Want to see them eating salt?
Go out now. Rains are the best time to spot them.

23. Unpopular opinion - It's okay to not like/be neutral towards your job.

Why?

We'll think of it like this. The world is divided into 2 parts.

One, are the people who at a young age, have unconsciously done enough of something to like it.

There could also be an involvement of an inspirational entity/circumstance early in the journey. Like an amazing teacher or an eye opening incident.

These are the FO's aka 'figured outs'.

The second parts are RRBs aka 'rat race beings.' They don't seem to take a particular liking to anything and hence they follow the flow passively.

They sit in government exams, worship government/mainstream jobs, crack quant sums and read news for GK and vocabs.

RRB's hold their life together by discipline. Over the course of time, most would know what tickles them best. Until then, they stay in the race figuring out. They are generalists.

The whole point of running a race is to know enough to not run it anymore. It's not that bad.

FO's meanwhile deep dive into their worlds. The happiness that they derive from work, holds their life together. They are specialists.

In the past, FO's must have been generalists too.

Until an epiphany struck them.

24. Guinness Book Fact

Did you know that the Guinness book of World Records is named after an Irish drink?

I stumbled upon the word while scrolling through the pages of a non-fiction today.

It went ".....we moved to the James Joyce Pub, where we drank Guinness and talked"

I wondered if the drink was related to the book for one split second and then let that thought drown. But then I changed my decision and typed down on Google, 'Guinness world record origin'. And bam!

There's a brewery in Dublin that goes by the name of Guinness Brewery or St James Gate Brewery. It's now managed by Diageo.

The then MD, Sir Hugh Beaver realized one fine day that there was no official book to document the 'best-ever' and settle arguments about records. His idea found resonance with two guys from a fact-finding agency - Norris and Rock McWhirter who went on to co-found the book Guinness World Records.

Nobody had a teeny-weeny clue about the humongous impact that it would create in later years. The book was a part of the marketing strategy that the brewery was using to popularize its drink.

The fun thing is that the marketing strategy became more famous than the product itself.

You can now tell someone - "You know i can get you a place in the Guinness."
When they laugh at you, give a glare and say - "I am serious. I can book you a seat in the Guinness brewery." Show them the geolocation as proof. Cheers!

25. Coping – mental health

When grief is the elephant in the room, you do not face away.

You stare at it, right in the face as it holds you tight in its snout. You close your eyes and hold on as it tosses and thrashes you around.

There is no promise of escape. But there is one certainty, one belief – Pain finds peace when time moves.

The heart wrenches – but softly. The ache from the sting gets attenuated. Existent, yet not disturbing.

The clock paves the path. Courage is the elixir.

26. Quote

Limitations are nothing but legitly amazing things that do not pick your head/heart the right way.

27. Lion Tales

The male lion will kill all cubs that aren't his.

Why?

One, you'd want to spend as much time as possible with your new lover. Now, if she's busy nursing kids from her previous marriage, you will still be fine. But here we are dealing with lions. Not self-aware conscientious humans.

So, let's kill the girlfriend's cubs. We'll get her better ones.

Two, the active reproductive period for a male lion is just 2 years. Imagine if ours was this short. Now imagine how Tinder would be like?

This short span of sperm spurt puts a lot of pressure on a male lion to pass on genes. Given the rate at which cubs around are massacred, he better impregnate a lot of women.

Cassanova lions. Haha.

28. Vomiting

You vomit in moving vehicles because your brain thinks you have been poisoned.

Let me explain.

There are two parts to the brain. One conscious(C) and the other subconscious(SC). C has evolved a lot since we originated and it understands that there's nothing to be alarmed about you sitting in a moving vehicle. It's usual business.

Mr. SC however has never moved on from his original idea about how we operate.

The fluids in our ear canals perceive the world as moving through the windows and send Mr. SC a message that our body must moving.

However, we also have proprioceptors that conclude us as 'walking' when our body shows motion in a way typical of walking movements. In a vehicle, you are still. Proprioceptors will hence tell Mr. SC that you are sitting still.

Mr. C, as mentioned before understands the complexity of the situation and continues to chill.

Mr. SC overthinks. He runs through all the previous instances when the body would stay still as the world continues to move around it.

Poisoning comes up in his data analysis(remember he uses cavemen period data).

SC fights with C and if he wins, SC will switch on your stomach reflux mechanisms, and out you puke.

Isn't that so frigging interesting?

29. Patagonia ad opinion piece

An old ad from Patagonia tried to sell its jackets with the ad line – Do not buy these jackets.

This is a brilliant example of responsible marketing. The merchants are just trying to sell something that's a basic necessity while also giving people a reminder that they do not need to buy it unless they really need one.

The ad was hugely successful.

Capitalistic setups driving anti-consumerism is such an oxymoron.

But, its the most pleasant one. The world loves people who love the world. Clean marketing kids.

30. Clean nutrition brand caption

You are born of earth - its elements and molecules started coursing through your veins as soon as your single celled birth came to see the dark of the womb. Nature has already had your nutrition figured out - no wonder, despite hundreds of external threats, you were still preserved this far. When you recede into that knowing, you will realize that your defenses were always there. Unleash their power with the nourishment of true pure and real food - taken from the very wombs of the earth that has taken care of you too.

31. Ad Script – MBA admissions

Slide one - (Letters dropping one by one/typewriter animation) If currency can get decentralized,

Slide two - (Same animation) why not education?

Slide 3 - (Same animation) Register to DYPU's online BBA and MBA programme

Slide 4 - and get (boom animation - text magnifies)

Slide 5 - 100 percent placements (letter drop/typewriter)

Slide 6 - guidance from the most erudite of professors(same animation)

Slide 7 - a network rich alumni base(same animation)

Slide 8 - and(boom animation)

Slide 9 - super hefty packages (letter drop/typewriter)

32. Meal shake brand caption

a. If you are looking for the sweet spot between convenience, nutrition, and value, you have to try our meal shake. It takes a peewee moment to prepare, covers all the goodness from food that you need in your bones and blood every day, and is reasonably priced. After all, it's only when you shake things up that real growth happens. Isn't it?

b. Strike off the 'cook my meal' task on your checklist with the Kai Mealshake. Let's reverse engineer food together.

- An all in one supplement free from any adulteration - just pure and natural ingredients.

- A easy to eat, on the go shake that can serve either as a diet additive or a meal replacement drink.

- A concentrated mix of high quality superfoods that can be taken with any edible fluid.

- An innovative solution that caters to the caloric needs of the hustler in a time crunched economy.

32. Vitamin Sun - Less known facts and trivia

1. There are very few food sources of Vitamin D - codliver oil, sun dried oily fish and dried mushrooms.
2. Sun is the main source - UVB rays help your body synthesize Vitamin D.
3. Darker skin is an adaptation to prevent sunburn in tropical climates. Dark skin absorbs less UVB and reflects most of it.
4. As you move towards the poles, the sun appears less, and hence, the skin tones turn lighter to absorb more UVB and reflect less of it.
5. Contrary to popular opinion, Vitamin D's role is not limited to enabling Calcium intake to prevent Rickets. There are hundreds of Vitamin D receptors scattered all around your body - Recent research correlates Vitamin D shortage with common cold and mortality too.
6. Old people and 9-5 workers spend very little time outdoors and need to sunbathe at least 20 mins a day.
7. Fat people need more Vitamin D. The vitamin being fat-soluble gets absorbed into fatty tissues and is not available for use in the case of obese people.

33. Product promo

Our body has its own innate healing system which is way better than any drug ever released. If activated, it can regulate your hormones, blood pressure, sugar levels, genes and belly fat. It could help you build muscle, reverse lifestyle disorders, repair tissues and increase stem cell production. It's only when this intrinsic immuno mechanism is suppressed that you start inviting diseases and disorders that follow each other up so punctually, you are left hopeless. Reactivating your immune system back to power can help you tide over this health epidemic. That is exactly what we have tried to do with our three herbal brews of DR TOX brews. They have proved to work amazingly well with what they are expected to do - we did years of research and experimentation with them. And now, you could have these gems delivered at your door. So what are you waiting for. Visit our website and order your way to strong immune health.

34. Multilingual AI post

Imagine a website chatbot saying hello to you in your mother tongue. Say, you are a gujrati techie living in texas and one day when you open a shopping browser and out pops a message from a cute red chatbot - "Kem Cho!." Wouldn't that be fantastic? Well, the good news is that this might be a possibility in the near future. Although multilingual conversational UI design has to some extent already been a part of website design, it's still not a mainstream thing. There's always a Duolingo or a Haptik who have used such mechanisms since long, but as bigger firms have started expressing interest in multilingual UI's, we are predicting that this might be the next big thing. If you want more such updates and information, do not forget to punch that follow button on our homepage. Ciao!

35. Machine translation vs human translation - blog

Do you remember Shakuntala Devi? She could multiply two thirteen-digit numbers faster than a computer. Allow us to show you another instance of a human vs computer battle that might seem more relatable to your millennial soul. This one is being fought between Human Translation and Machine Translation.

The former term refers to a translation carried out by a language expert who is a human being. If you are laughing after reading this, our intentions have been fulfilled. Machine Translation on the other hand is translation carried out with the help of Artificial Intelligence. Now, let's move on to the details.

The cool deal about human translation is that it's still going to take a long time for AI to catch up with the creativity of a linguistic maestro - which means that MT is not here to steal your job if you are a translator. The quality aspect of human translation makes it suitable for high-priority projects that are aimed at generating leads. But then all good things are worthy and so you pay for their worth. The monetary value of human-translated texts being high, you have to make a choice between human and AI if you are cash crunched. And if you are indeed so, it's not a problem at all. Read on.

Machine translation is great if you have high volumes of low creativity texts that need to be translated in a small period of time. You could use it for social media posts, comments, and fact-based writing. The best thing about it is that it's light on the pocket. It could cost you anywhere between measly to reasonable and that depends on three things.

First, if the words in the text to be translated are new and have not been encountered by the AI software before, you will be charged for them. Second, if the words are repetitions or full matches i.e the software has come across them before, translated them, and stored them in memory, you will not be asked to pay for them. The last part is the most interesting - there are words that are referred to as 'fuzzy matches'. These

words themselves have never been translated into memory but they are present in sentences that were translated into memory in the past. Fuzzy matches cost you less than new words but more than full matches.

The final showdown is when all participants come together to dance, isn't it? No, we have not lost our minds. There is a category of translation that first uses AI as a preliminary step for text conversion and then uses a human translator to make corrections and improvements. It's called MTPE - Machine Translation Post Editing. It's a hybrid model that nullifies the disadvantage of both kinds of translation. Makes us wonder - is there a hybrid Shakuntala Devi computer or something? Ah never mind.

36. How to exploit Synesthesia in Linguistics? - blog

Have you ever thought about how night makes you think of the color black? Or maybe how when you think of a rose, the color red pops into your head in the very first second after that thought passes by. Then you move on to other colors, types or variants. After that you google them, or get some roses from the market or just stop thinking about roses.

How does the word "beauty" make you feel? Did you think of a woman? Did you think of an object or a person with fine features? Did you think of nature?

Now, how does the word "beaut" make you feel? Nothing probably. Truth is, both are synonyms of beauty. What happened to you now is a phenomenon called synthesis. When one sensual response creates another sensual response in your body, usually in the form of a mental image, we say that it's synesthesia at work.

Synesthesia can be exploited by writers to make their work more poignant and appealing to the masses. For example, while translating a product description about a water purifier, you can choose between the words "clean" and "pristine clear" depending on the kind of images it evokes in your mind. A good linguistic based firm makes sure that they choose writers and voice artists who can navigate easily through such choices. We at MoniSa Enterprise are doing just that.