

Content Writing for Personal Brand

Assignment 1: LinkedIn Technical Post

My heart is delighted seeing how our Government organisations are also stepping up with technology.

National Highways Authority of India (NHAI) now has 100 toll plazas that are being monitored through Geographic Information System (GIS) software.

These toll plazas were selected based on the congestion feedback received on the National Highway Helpline, marking another milestone in how well our helplines work.

It gives me immense pride, to tell you that this software is built in India by NHAI-promoted Indian Highways Management Company Ltd (IHMCL).

The software has a lot of use cases.

Starting from basic help in tracking traffic daily, weekly, monthly and yearly, this goes on to help in identifying queues, traffic timing, lane distance, and a lot more.

The software will further give congestion alerts, and lane distribution recommendations and will also help in maintaining hassle-free traffic flow.

Truly making something that our populated nation needs.

Be it highway construction, or highway monitoring NHAI is excelling itself both physically and digitally making it a great hit in our country.

The software will later be also installed in other toll plazas as well, making us ahead and updated everywhere.

It feels like we are reaching the top, what are your thoughts?

Assignment 2: LinkedIn Personal Post

Today was a normally abnormal day.

I went into deep introspection where work and balance made absolute sense to me.

With years of working relentlessly, I've realised sometimes the hustle does tire you out and you feel like breaking down.

To explain myself, today was a hectic day with a tough client. After rounds and rounds of re-doing the things from scratch, I broke.

I gave up and decided to give things some time.

While this kind of breakdown isn't new, today something hit differently.

I realized something was new. This feeling wasn't as "guilt-tripping" as the first time. Maybe because I've realized over time that I need to give myself and my mental health equal space when my body demands.

Under immense pressure, we often want to vent out but we tend to bottle up our emotions out of fear instead.

This collected emotional baggage keeps fizzing up until one day the pressure pops open the bottle cap for an uncontrollable outburst.

I want you all to remember that little and regular venting is important for regular sanity. We must take a break for ourselves and our minds and give things a second thought.

It's okay to let your client know, you need some time and that you want to prioritize yourself for a while. Trust me, it's REALLY okay.

Take that first step, and thank me later :)

Assignment 3: No Notice Reel Script

Your employees in the least deserve a No Notice Period Policy.

Yes, I know it sounds abnormal but this is the future of employment.

A no-notice period policy gives your employees enough time to prepare for their next job or vacation and a friction-free end at the organisation.

As an employer, giving a no-notice period off will also help the employee learn and finish things on time and help the company be ready and prepared at all times.

A policy like such holistically approaches all sectors of the company. It aligns all members to be goal-directed while also giving employees relief and the option to leave as they want.

It's actions like these that prioritize mental health over toxic work culture.

It's time employers also step up and become bosses people want to work with. Agree?