

Issue 01

# SUREBUZZ

15th Aug, 19



Biswa's Biking Trip to Leh Ladakh



Know your body type



The World is Tik Toking



Samiran's Samaritan

# DISCOVER THE NEW FRONTIERS



## Foreword by Raj

It was just a few weeks ago when Sweta polled your minds and SureBuzz came into being with a thumping majority. Here we are with the first issue rolling out on this Independence Day. This thought wave struck Parth first, and the maverick that he is, and a self-proclaimed feminist too, he quickly mobilized an all-girls team to take charge, and roll out the 'Loud & Clear – Act-II'.

As we all know, we team and dream together, day in and day out, to create the products and solutions that will change the world, there is another side to our persona. Because we are more than a business strategist, a sales person, a software engineer or an accountant. There is a smoldering poet, artist, musician, thespian, adventurer and a playful child within us, raring to explode.

So, this is the forum, to let loose. Share your thoughts, experiences, creations, pictures and whatever else fires your passion. There is nothing formal about it. Because true creativity blossoms where there are no walls and we are in true essence. We don't need no thought control, as the all-time great Pink Floyd have professed.

The pink bandwagon of Sweta, Kumutha, Archana, Tanvi, Bhumika, Vinisha, Arpita and Tanima, the bubbling young editorial team of SureBuzz, has put together an eclectic ensemble. So, Get Set and Be Ready to be Charmed.

This day is special, as we are on a mission to win the globe, with our products, created with sheer love and passion, from India. So, this Independence Day, let our spirits break free and soar high, to discover the new frontiers, we have not crossed before.



Anything you would like to share, please mail it to [sweta.b@surewaves.com](mailto:sweta.b@surewaves.com)



## THIS MIGHT INTEREST YOU

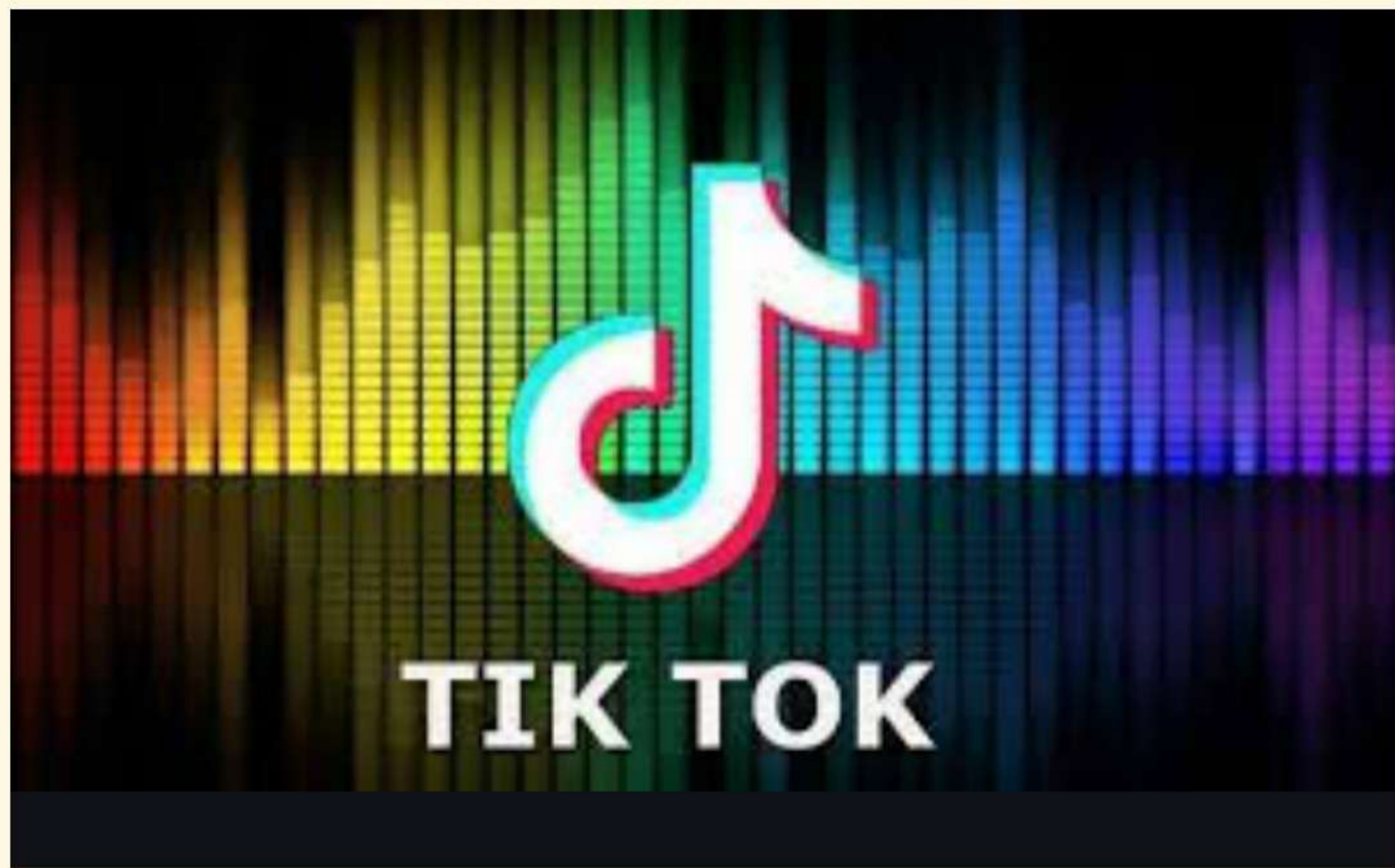


### When the World Went TikToking

by Kumutha Gopalakrishnan

Instagram's IGTV and Snapchat's video stories are running out of steam, the new fad that got its tentacles well and good on netizens is- TikTok. With 500 million users camping on the app every month, the app is tok of the town. If you are not yet privy to the phenomena, we got the deet on - what it is, how it works and why it matters.

Basic on what's TikTok : TikTok is a Chinese video-creating app that enables users to create and share 15 seconds short videos.



How it works? you record a video select from a huge database of music, sound bites, dialogues to score the video. There are a host of powerful filters, special effects and easy editing tools that makes video creation and sharing a breeze, not to mention, fun.

And going beyond the standard 'liking' and 'commenting' the viewers can actually collaborate to the video with the 'duet' option that creates a split screen and adds you right alongside the video, sparking more reactions. Lastly, its sophisticated algorithm unspools endless video content to watch based accurately on your likes and preferences, making it impossible to exit.

For India's diverse audience base, TikTok, has become an outlet for their creativity. Housewives are posting seasonal recipes, doctors are sharing health tips, millennials are partaking in hashtag challenges, and users with any semblance of creativity are coming out to express themselves and being gratified with millions of views and likes, almost instantly.

Which makes India, TikTok's top clientele, at 200 million users a month and for Indian brands, TikTok is their new best friend. Brands like Voot, Clean & Clear, Myntra and Zara have already parked their big bucks on the app. Recently, Pepsi & Co. as a part of its 'Har Ghoont Mein Swag' campaign launched a #SwagStepChallenge on the app, wherein Pepsi created and uploaded an anthem song and invited users to showcase their 'Swag Step'. The challenge ran for 6 days and garnered 4 million views, response, far and above, what could be harvested from other mediums.

To run the story short - TikTok's very skeletal is designed with the intention of 'virality'. Chintu from rural village to Pintu from urbane town are using it. Moving from filter-perfected videos it got some refreshingly original content. And as they say, crowd is where the brand is.

Whether TikTok will continue to be Tok of the town, or faze out after its 15 minutes fame remains to be seen. But for now it is where you need to be.

#### Do Check:

Going on to show just how massive the trend has become, India is hosting its very first TikTok film festival in Pune from 25th July to 20th Aug, where you can show-off your talent under categories like best prank, best comedy, best social to name a few. So, if you let the TikTok bug under your skin you know where to head!

## Get Amazed

### The Man Behind Our Tricolored Indian Flag

Many of us believed that it was Mahatma Gandhi who came up with the design of our Indian flag, but in reality, it was a man named Pingali Venkavya. A linguist, a geologist and a writer, Pingali Venkavya, published a book in 1916 offering thirty designs of our Indian flag. He kept putting forth the idea of having an Indian flag relentlessly in front of Indian National Congress for years, until it was finally approved in the year 1921, thus giving birth to our Tricolored Indian Flag.

## The BlindSpot

by Kumutha Gopalakrishnan

Like a sponge, there I stood at the altar of our office on the day of my interview, soaking up the environment, filing away every bit of information my brain could pick to mull over later.

The milling crowd, the rapid jabbing of keyboards, and the occasional burst of uninhabited laughter, the place was abuzz with life. As my eyes roved across taking in the scene, it landed on the ceiling, and there smack in the middle, in a giant blue disk were emblazoned the words 'Medium is the Message'. My mind processed the words for a while, trying to decipher the meaning. My quiet contemplation suddenly broken when I was called in for the interview. After 15 minutes of discussion, I was asked 'when I could join'. I left the office feeling exalted and relieved, not sparing another glance at the giant blue disk.

For next 8 hours a day, five days a week, 12 months a year I worked, thought, and lived under the giant blue disk. And soon enough the giant blue disk became something of a blind spot. Always there, never understood. As a person whose livelihood is connected to 'communication' I should have picked up the meaning immediately, but I didn't. It was months later when working for an important project I was explained the meaning of the phrase and how it had a deep connection to our company.

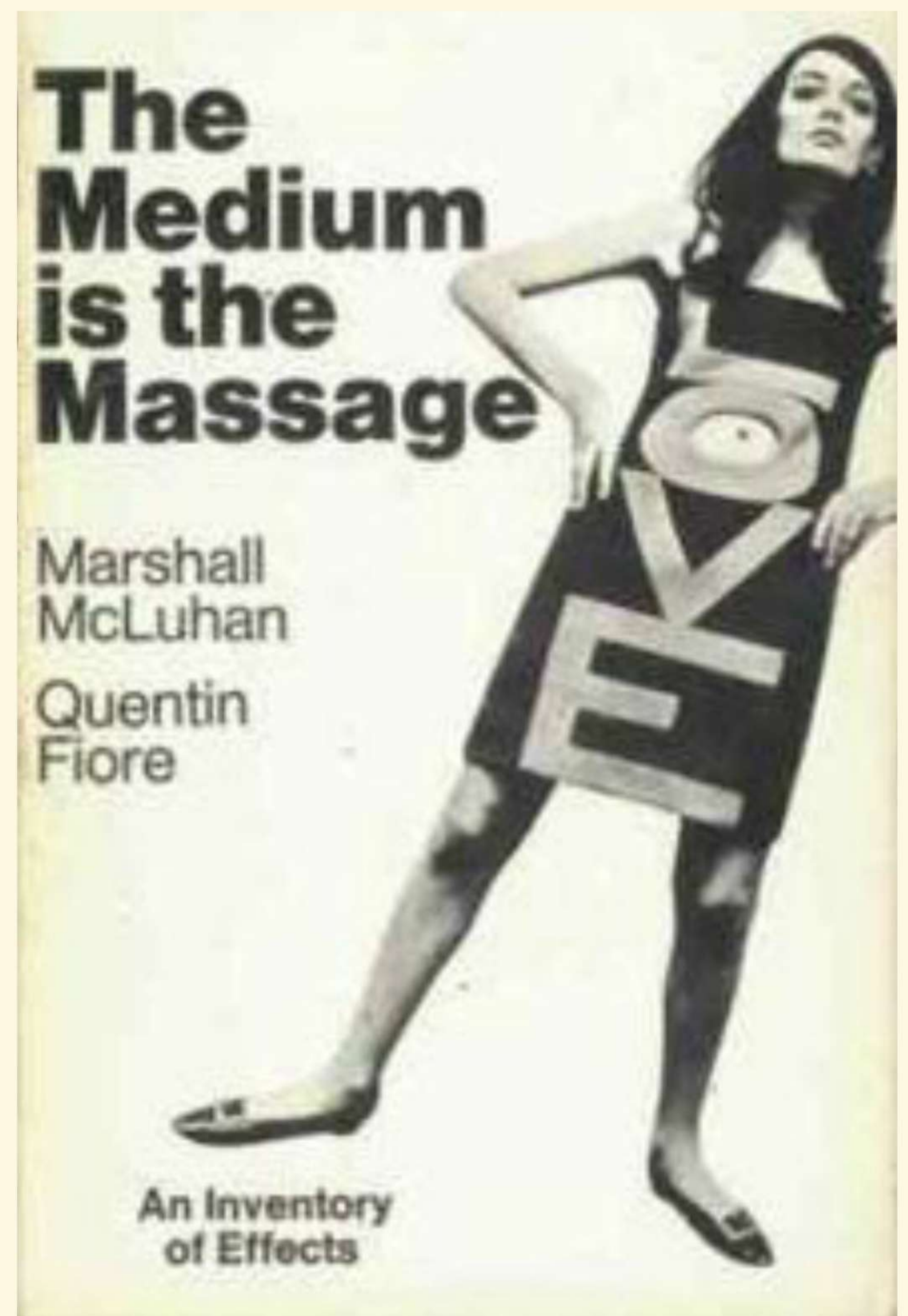
You see, this statement – Medium is the Message – are words from a brilliant man, Marshall McLuhan. A communication theorist and a noted philosopher of 20th century. His prescient theory, publicized decades ago, is still holding true and shaping our communication world. He was also amongst the pioneers to call world a "Global Village" much before the advent of internet.

Before we go further into deciphering the motherhood statement of mass communication; Medium is the Message, here is something interesting about the man.

Imagine, you are publishing a book and when the first batch of copies gets delivered, you see a glaring typo in the title. How would you react? In this case, the Message was spelt as Massage and the title read, "Medium is the Massage" and was distributed in the market with the misspelt title thanks to the mistake of the typesetter.

When pointed out the error, the genius author refused to rectify the flawed title, exclaiming "Leave it alone! It's great and right on target!" leaving us with four readings of the title -

Message and Mess Age/ Massage - Mass Age, all of which happens to be right on mark.



Coming back to Medium is the Message, simply put the theory means – that the manner in which information is communicated has more of a profound effect on the person receiving the information than the information itself.

Over to Raj who will take us on why he chose to make the iconic statement as a part of our office aesthetics and its relevance to our company. "Well, there is more to the misspelt title. These days when it is the in-thing to order a 'Massage' on the click of a button, did you know that there is a master masseuse present all around us massaging all our senses all the time, without we even noticing it. If you guessed it by now - Yes, it is the medium, of course!

In Marshall McLuhan's words, "The media work us over completely, so pervasive are they in their personal, political, economic, aesthetic, psychological, moral, ethical and social consequences that they leave no part of us untouched, unaffected, or unaltered." He goes on to say, "Societies have always been shaped more by the nature of the media by which men communicate than by the content of the communication."

Just to elaborate, invent of the typesetting created a whole new industry, and the way we transfer knowledge across generations. Radio gave us the power to hear from a distance. Television gave us the power to see, beyond. Mobile has revolutionized an entire generation. TikToking, spoken about elsewhere in this issue, is yet another example, how a ripple effect gets created.

We are in the business of media. Rather in the business of transforming it.

The impact can be massive, and all pervasive. Not only is this a big opportunity, we also carry a responsibility. The words of the visionary, as they loom large in our conscience, and are NOT a Blind Spot any more, would only propel us to pursue and achieve something that we all can be proud of.

Hope you would agree.”

## CROWD SOURCED



## Heaven Unfolds on the Road to Leh

By Biswa Bijayee Mishra

1000kms, 10 days, on your trusted bike, trudging the serpentine roads, maneuvering through the needle pin bends, to one of the highest passes in the world - Leh.

Where you are welcomed to acres and acres of barren terrain at one turn, at the other you are greeted to lush fields and snowcapped mountains. And not forgetting the memorable pitstops for that steaming bowl of Maggie, kulad chai and lungful of chilly clean air. Biswas, Project Lead, Engineering Team, takes us to through his memorable bike trip to Leh. Over to him.



Destination covered: Srinagar – Sonmarg - Zoji La Pass – Dras – Kargil - Leh Khardung La - Nubra Valley - Pangong Lake

Leh Ladakh is considered as a biker's paradise. You get to witness great scenic elements and face several challenges while biking in the terrain, especially through the passes, I wanted to experience all that first-hand for a long time, to live a biker's dream, that's why I zeroed in on this destination.

And it was the most unforgettable ride of my life – At every turn we were engulfed by miniature valleys surrounded by snow-capped mountains. There were lakes, clear streams, magnificent trees and mighty mountains where the air was cool, and the water sweet, and the peoples were simply amazing.

And to keep warm from the biting cold we used to sip on Kahwa tea. A Kashmiri drink made with a mix of green tea leaves, whole spices, nuts and saffron. It's very rejuvenating. Another dish we tried was mutton rogan josh in Srinagar. It is an intensely hot dish made with a lot of spices and oil to beat cold and it tastes fantastic.



The best part of my trip was being able to disconnect with the outside world, you have no idea what is happening out there. It is just you and the road, it instils a sense of calmness. At the end of it all, I felt at peace and rejuvenated, and some part of me stayed back with the serene nature.

If you are planning a bike trip to Leh I would highly insist on proper biking gear, sometimes the terrains can be really dangerous. Plus. Some dry fruits, ready-to-eat food and first aid kit, there can be a long stretch without a life in sight.

It also helps to keep wet wipes and soap papers handy, because of the extreme temperature, you may have to go without bath for several days!



## Take the Quiz To Know Your Body Type!

By Bolin Wahengbam

Every single person has a specific body type and knowing yours can make all the difference. If you want to build body of your dreams take the quiz below, know your body type, and adjust your workout to achieve the best results!

### Take the test:

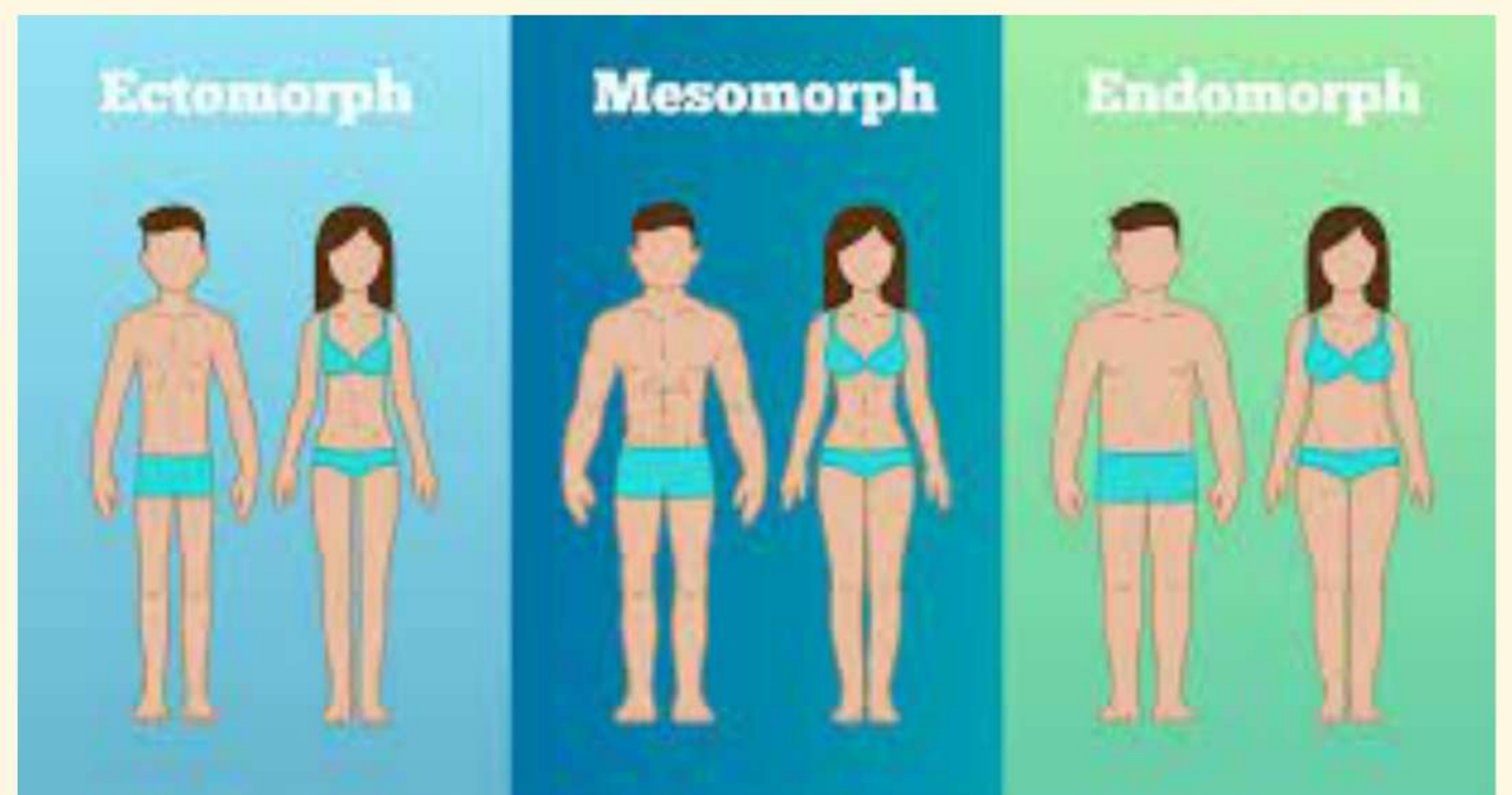
01. My Shoulders are?
  - a. Wider than my hips
  - b. The same width as my hips
  - c. Narrower than my hips
02. A pair of regular-fit jeans (with correct waist size)
  - a. Tight around my glutes
  - b. Perfect around my glutes
  - c. Loose around my glutes'
03. My forearms look
  - a. Big
  - b. Average
  - c. Small
04. My body tends to
  - a. Carry a bit of extra fat
  - b. Stay lean, yet muscular
  - c. Stay skinny
05. My body looks (Men | Women)
  - a. Round and soft | Pear-shaped
  - b. Square and rugged | Hourglass-shaped
  - c. Long and narrow | Mostly straight up and down
06. If I Encircle my wrist with my other hand's middle finger and thumb
  - a. The middle finger and thumb do not touch
  - b. The middle finger and thumb just touch
  - c. The middle finger and thumb overlap
07. Concerning my weight, I
  - a. Gain weight easily, but find it hard to lose
  - b. I can gain and lose without too much of a struggle.
  - c. Have trouble gaining weight in the form of muscle or fat.
08. Which range best describes your chest measurements? (Men | Women)
  - a. 43 inches or more | 42 inches or more
  - b. 37-43 inches | 35-42 inches
  - c. 37 inches or less | 35 inches or less

Mostly As = Endomorph

Mostly Bs = Mesomorph

Mostly Cs = Ectomorph

\* These three body types are not categorical, and you can also find yourself somewhere in-between.



### SUMMARY:

**Ectomorphs** have lean body type and find it difficult to gaining muscle mass, however, hard they work out.

#### Pro Plan (Ectomorphs):

Best way for Ectomorphs to gain muscle is to try heavy weights at a slower pace with longer rest periods between sets. If weight gain is the goal avoid weight training daily or for too long. Nutritionally be prepared to eat a lot - 1,000 plus calories a day. Hit the protein, don't fear carbs, and never leave the table less than full and keep aerobic activities to a minimum.

**Endomorphs** struggle to slim down, and their prominent gut and wide hips makes it difficult to take the athletic path. On brighter note, endomorphs are naturally more powerful than ectomorphs and make excellent bodybuilders.

#### Pro Plan (Endomorphs):

Strength training should be done to get a better muscle-to-fat ratio to boost metabolism. Try moderate weights at a fast training pace with little rest between sets. Calorie intake should be near maintenance, and if you're looking to lose fat, be prepared to follow a strict calorie deficit diet. Sugar and junk food may hold you back so cut back on them as much as possible.

**Mesomorphs** are muscular and compact and can lose bulk easily without looking lean.

#### Pro Plan (Mesomorphs):

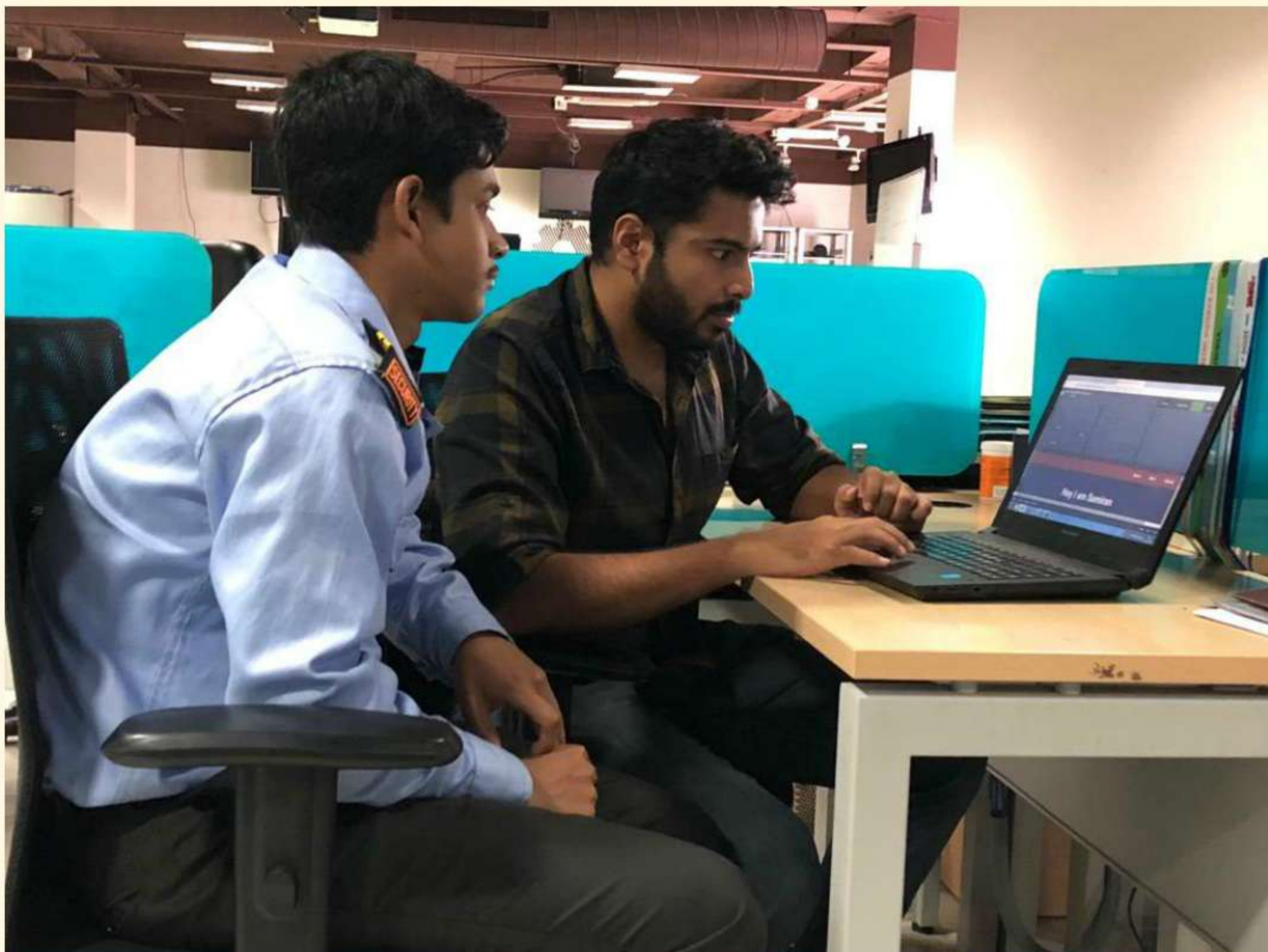
You have a naturally fit body but to maintain it follow exercise and diet regimen that complements your build. Strength train more often and for longer period of time but avoid overdoing it. Train with moderate to heavy weights at a moderate pace without resting too long between sets. If you train and eat well, you may find you gain muscle quite easily. Once you achieve your ideal muscle size simply train to maintain. Stick to a good diet to stay fit and watch for any slow-creeping fat gains.

## IN THE SPOTLIGHT

### Samiran's Samaritan

By Parth K. Jha

What does it take to help someone – money, time or something else? I would rather say, it is the intent which comes from within. The help could be in the form of monetary, physical or emotional help. It could be something as difficult as changing someone's life or as simple as donating for a cause or a charity. At the end of it all it is the 'intent' that counts. But how about doing it almost daily, to help someone completely stranger every single day. Giving someone hope and direction in life which could alter the very course of their life. Make it better and more meaningful. Like what our Arvind did.



It all started a few months back when Samiran (our Security guard) was serving tea in the afternoon. He was new in the office and noticed Arvind doing something on his laptop. The black screen, running codes in the colourful fonts was very intriguing for Samiran and he kept watching. He realised that he shouldn't stand there for long as it would be awkward. By then Arvind had noticed the curiosity in Samiran's eyes. Later that day Arvind asked him if he wants to learn something new?

Now for Samiran this was a big deal. Coming from a small village, Gobardanga in WB, Samiran had never even touched a computer. He was pursuing his B.Sc. but due to financial distress in family, he had to leave his education and village and come to Bangalore, and that's how he landed up as security guard at SureWaves.

Arvind took him under his wings and started teaching him. It was not an easy task for Arvind – he was required to teach coding to someone who had studied in Bangla medium and has never touched a computer. That's where the intent comes into play. Knowing the difficulties, Samaritans like Arvind, persisted to do the good deed.

Next 5 months, Arvind taught him coding and Samiran tried his hands in HTML, CSS & JavaScript. Samiran's hunger to learn grew manifold. He worked on a website and learnt sorting algorithms (Bubble Sort), Search Algorithms (Binary Search) and Palindrome Checker.

Samiran hopes to write some good codes for his life and change his future. We hope he does that, and we wish him all the success.

Becoming custodian to someone's hope is a great responsibility and Arvind has happily taken that responsibility. More power to you Arvind.

## Get Amazed

### When August's Ego Clashed with July

Ever wondered why July and August has 31 days and February has 28 days only? To unravel the mystery let's take a ride back to the glorious days when kings and queens and gallows existed. July was named after Julius Caesar and had 31 days. Later, when Augustus Caesar took over the Roman Empire, he wanted August, the month named after him, to have 31 days as well. leaving February with short end of the stick - 28 days!



## POSTCARD FROM PEERS



### A Father to his Daughter's Teacher

She will have to learn, I know,  
That all men are not just, all men are not true.  
But teach her also that, for every scoundrel, there is a  
hero;  
Know for every selfish politician, there is a dedicated  
leader  
Teach her that for every enemy there is a friend.

It will take time, I know; But teach her, if you can,  
That a dollar earned is of for more value than five found,  
Teach her to learn to lose, and also to enjoy winning.

Steer her away from envy, if you can,  
Teach her the secret of quiet laughter.

Let her learn early that bullies are the easiest to tick....  
Teach her, if you can the wonder of books....  
But also give her quite the ponder  
the eternal mystery of birds in the sky,  
bees in the sun and flowers on a green hillside.

In school teach her, if you can,  
That it is far more honorable to fail than to cheat.

Teach her to have faith in her own ideas,  
Even if everyone tells her they are wrong.  
Teach her to be gentle with gentle people, tough with the  
tough.

Try to give my daughter the strength not to follow the  
crowd,  
When everyone is getting on the band wagon.  
Teach her to listen to all,  
But also teach her, to filter all she hears on the screen of  
truth,  
And take only good that comes though.

Teach her if you can, to laugh when she is sad,  
Teach her that there is no shame in tears.  
Teach her to scoff at cynics and to beware of too much  
sweetness,  
Teach her to sell her brawn and brain to the highest  
bidders,  
But never to put a price tag on her heart and soul.

Teach her to close her ears to a howling mob,  
And to stand and fight if she thinks she's right.

Teach her gently, but do not cuddle her,  
Because only the test fire makes the fine steel.

Let her have the courage to be impatient,  
Let her have the patience to be brave.  
Teach her always to have sublime faith in herself because  
Then she will always have sublime faith in mankind.

This is a big request/order, but see what you can do,  
She is such a fine little girl, my daughter.

*By Bhumika Kumari*

## WHAT'S BREWING?



### Welcome New Members!



#### K Chaithra

From: **Uttar Kannada**

Designation: **Software Engineer**

Favourite Things to Do: Chaithra is a movie buff and loves to read novels and hang out with friends in her free time.

Hidden Skills: Whips up scrumptious meals and finds it very therapeutic.

Connect With: [chaitra@surewaves.com](mailto:chaitra@surewaves.com)



#### Aditya Jain

From: **Meerut**

Designation: **Product Manager**

Favourite Things to Do: Give Aditya Jain a weekend & a car and he is off to exploring the sites with an unknown destination.

Also, a great fan of stand-up comedy, "beta, tumse na ho paayega".

Hidden Skills: Table tennis and Badminton

Connect With: [aditya@surewaves.com](mailto:aditya@surewaves.com)



#### Karteek Srinivasa

From: **Rajahmundry, Andhra Pradesh**

Designation: **Software Engineer**

A Few Words: I have 5+ years of experience in software development. Been associated

with SureWaves for 4 years, later joined Schneider Electric for 1 year 8 months. It's a comeback home feeling for me to rejoin SureWaves.

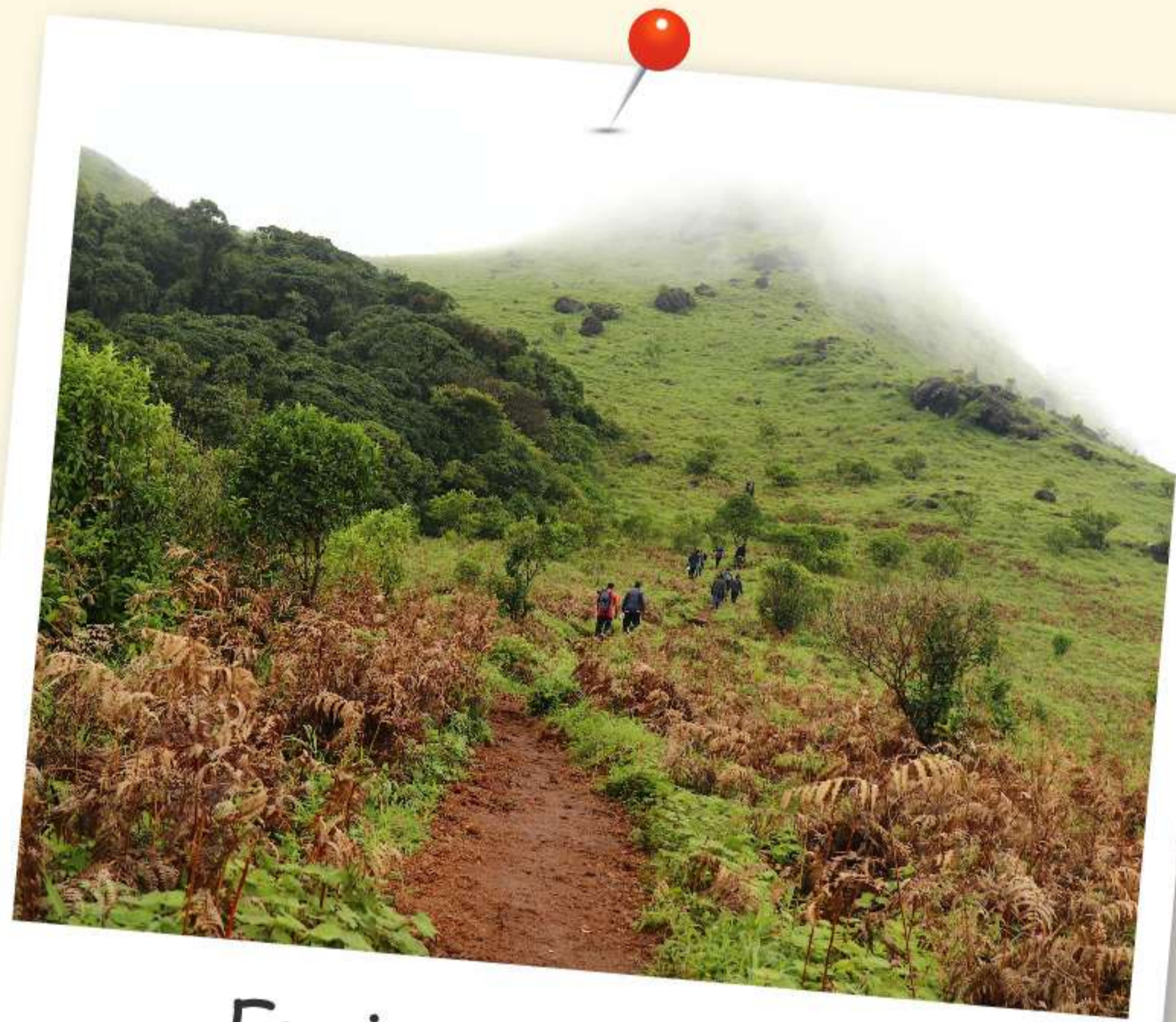
Favourite Things to Do: Playing & watching sports, listening to music.

Hidden Skills: Cooking

Connect With: [karteek@surewaves.com](mailto:karteek@surewaves.com)



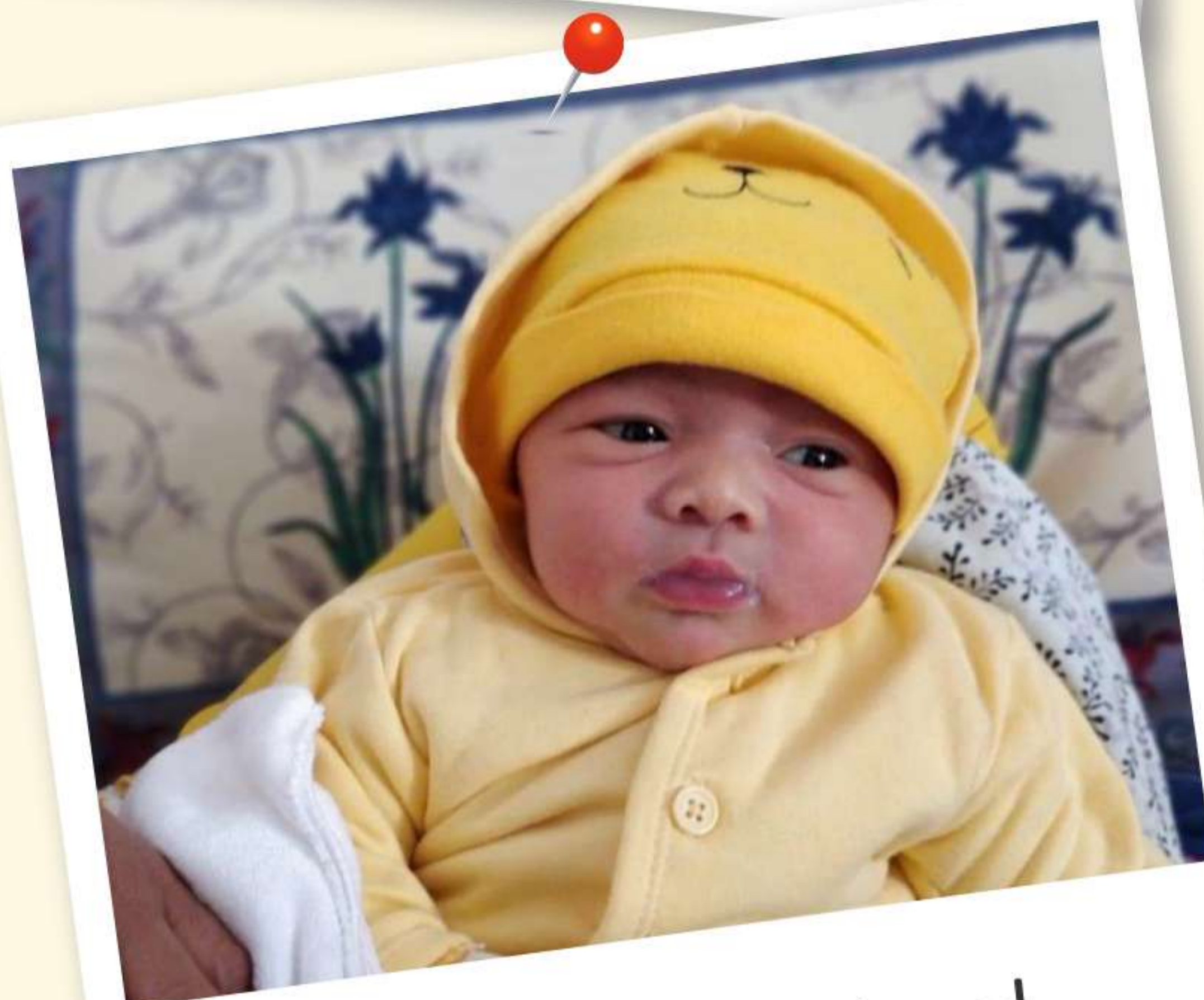
# FREEZE THE MOMENTS



Engineering Team  
Trekking at Tadiandamol



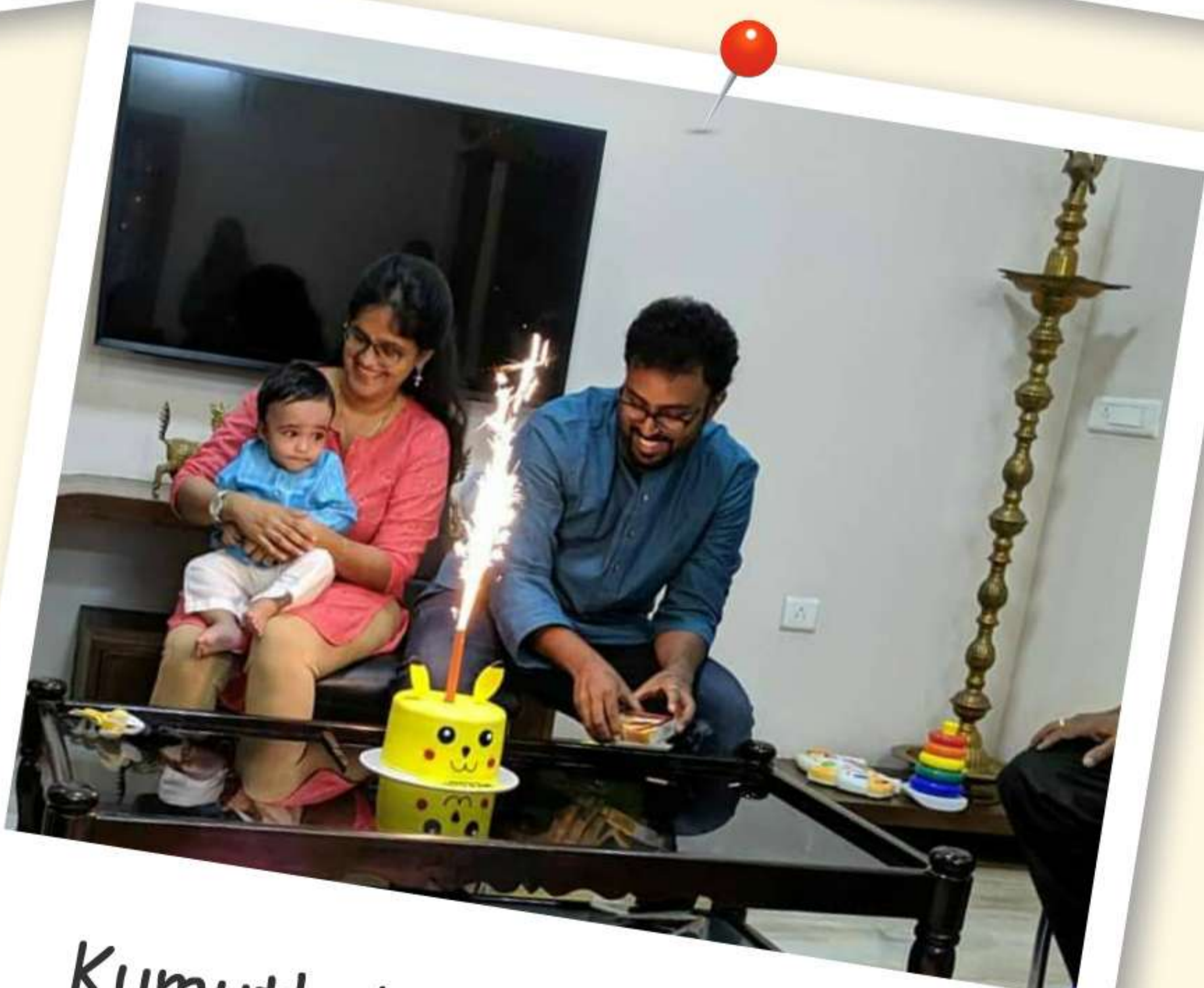
Engineering Team  
Trekking at Tadiandamol



Neha's little Angel



Raj & Anant's Bitsians day



Kumutha's Son turns One