

**Spec ad for
Assam Tourism**

Humble brag: this won
the briefcase
challenge

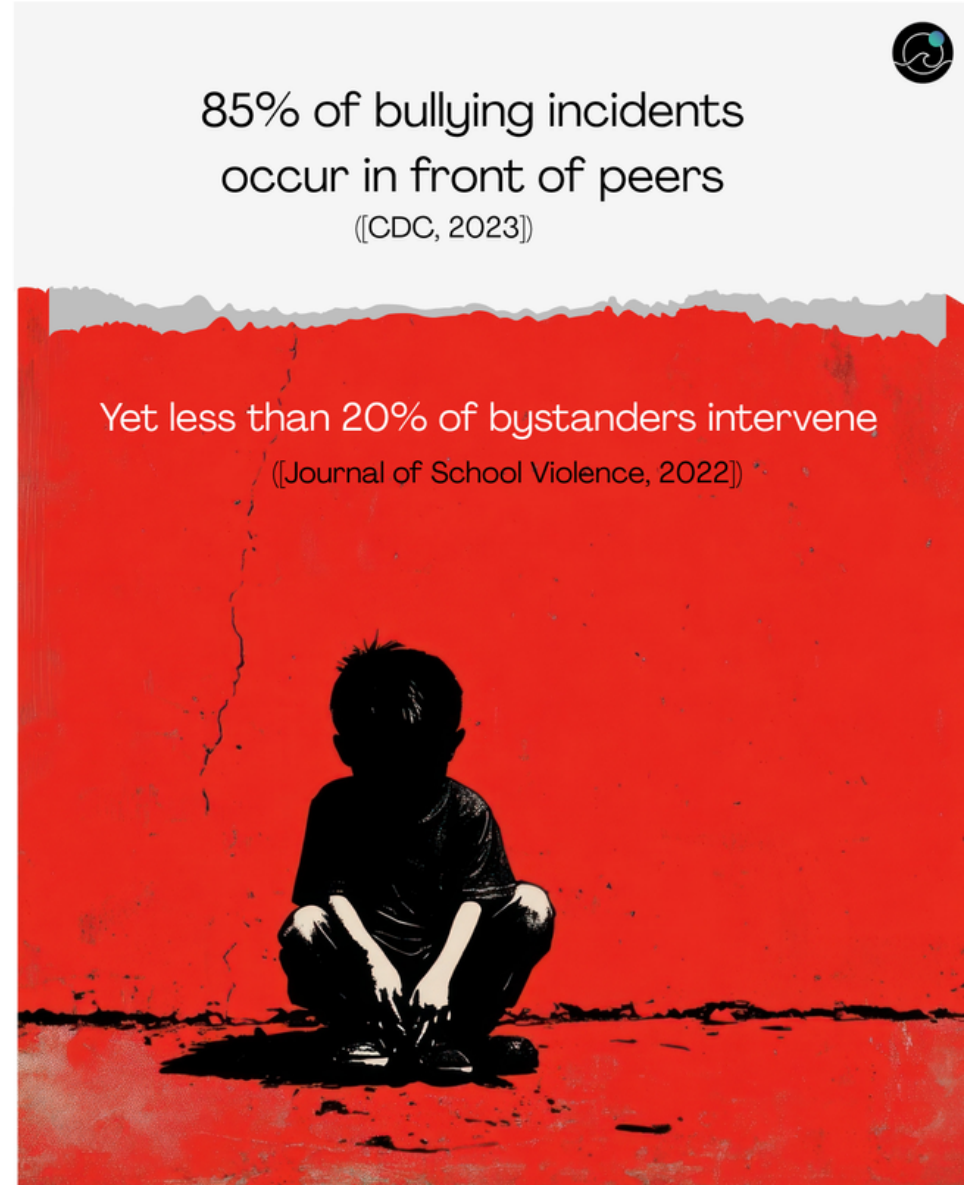
**SURE YOU CAN WATCH
THE ONE-HORNED RHINO
ON NATGEO,**

**BUT CAN YOU CATCH IT
WATCHING YOU ?**



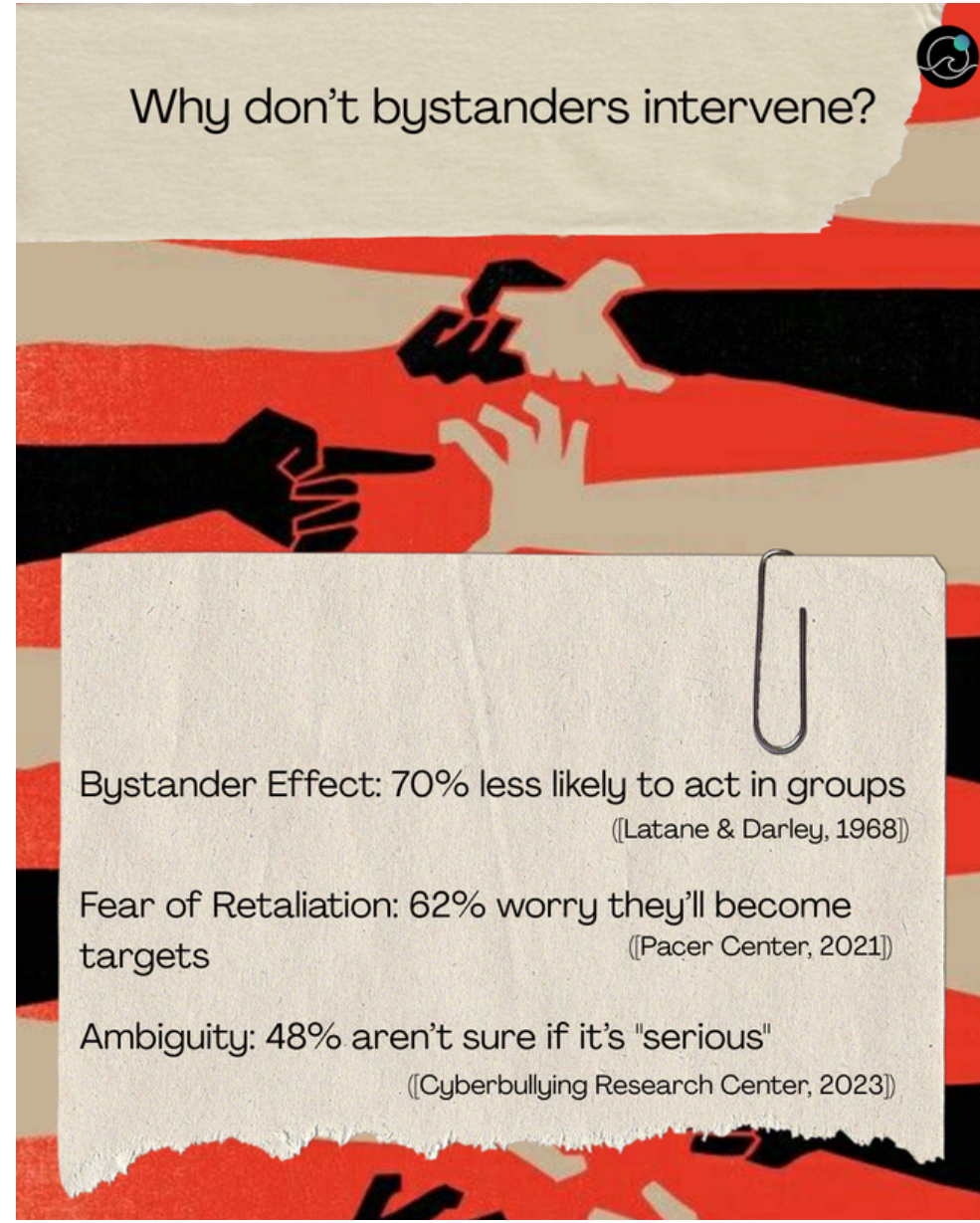
Social Media Copy for The Flow Clinic

Anti-bullying campaign



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How Bystanders Live in a
Bully's Mind



Bullies crave audience reactions
more than victim pain.

Bullies target isolated peers because
they predict bystander inaction

(Developmental Psychology, 2022).



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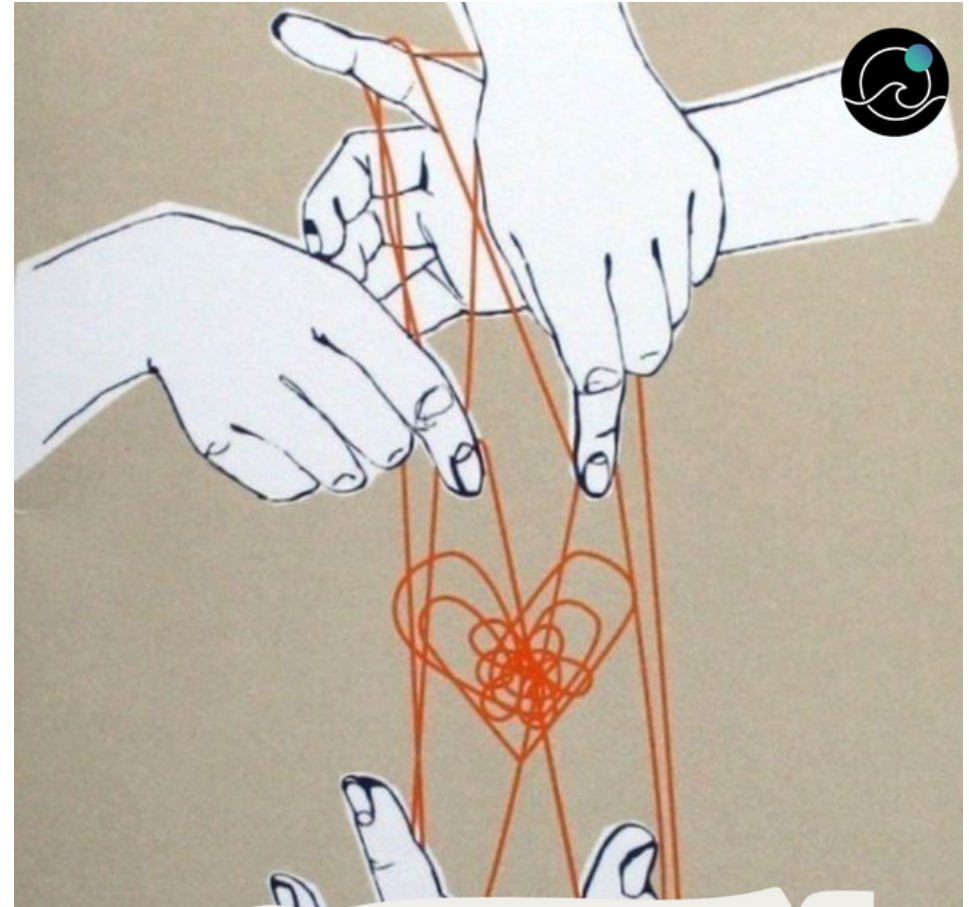


Most bullies stop when challenged, not out of guilt, but fear of losing social capital.



62% of school bullies back down after two+ bystanders intervene.

(StopBullying.gov).



Silence is audience.

Bullying leaves a mark. If you know someone, who was bullied, help them heal by recommending psychotherapy.

Social Media Copy for The Flow Clinic

What even is psychotherapy!



I had a tea pot that
would break every day.

I would glue it together but
it would break again.

It chipped away as I
tried scaffolding it;
It chipped some
more when I added
clay.



After a while, I got tired of
gluing it. It just sat Breaking
some more.

"You're so beautiful! If
only you were made
of stronger stuff!". I
hurled.



Social Media Copy for The Flow Clinic

What even is psychotherapy!

Then one day, someone asked,
"Have you ever tried finding out
why it breaks?"

I hadn't.

I was too focused
on fixing it.
Too desperate to
make it whole.



Turns out, the shelf was
crooked.
The air was too dry.
The pressure I placed while
cleaning was too much.
The pot wasn't weak.
It was reacting.



Social Media Copy for The Flow Clinic

What even is psychotherapy!



I didn't need stronger glue.
I needed a better understanding.



Psychotherapy isn't just about
feeling better.
It's about understanding why
you felt the way you did in the
first place.

Not advice,
co-discovery.



Campaign for Not A Bot

An edutainment start-up that creates education videogames

Activities undertaken:

Content writing (long form and SEO research)
Copy editing
Copywriting and campaign creation

OOPS CAMPAIGN

Oops embodies the spirit of science. It says "I made a mistake and I'll fix it". This campaign asked people to share their Oops moments to promote the spirit of acknowledging and learning from mistakes

Spec ad for Heads Up for Tails!

**Wish you didn't have that
annoying bigot cousin?
Too bad.**

**But hey, with adoption, you can
choose your family!**

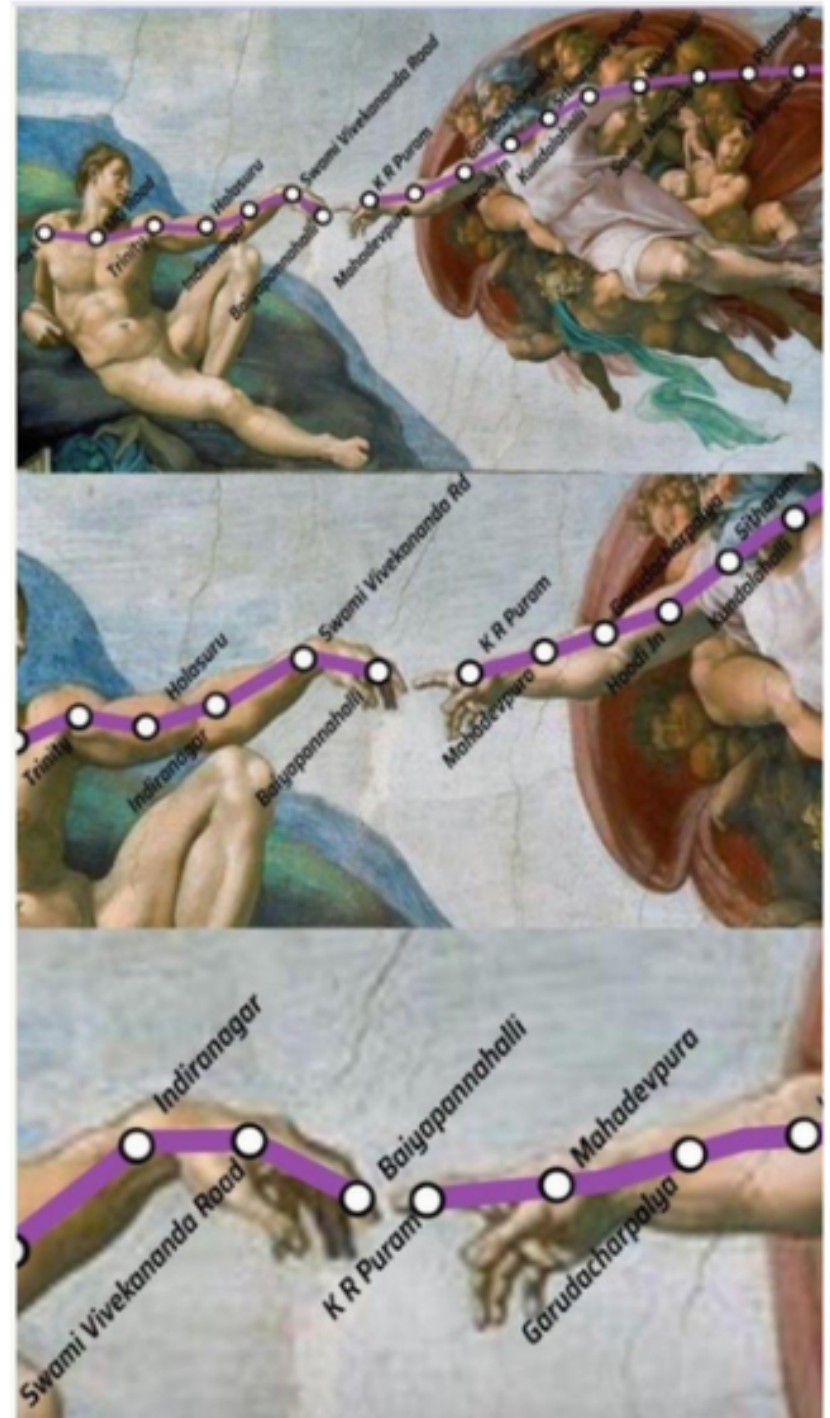
When you walk into a Heads up for Tails store, you walk in to the possibility of bringing home a new family member. They will look up to you, wag their tail at you, or purr in your lap. They will eat your food when you're not looking, but as did your sibling. They will wake you up in the morning, but as did your mother. They will take you out for walks even you don't feel like it, but as did your father. They will just rest in your lap, just like your partner. They will be distrustful of you because of their trauma on the street, but once they're over it, you'll be their best friend! Choose a family member who would choose you



Social Media Copy

Indian National Congress,
Karnataka 2023 elections

**When you complete a road specifically for elections,
but the road doesn't even last until elections.**



Social Media Copy

Indian National Congress,
Karnataka 2023 elections



Something fishy about Bengaluru's lakes

Lakes in the city experienced 16 fishkill last year. Flow of sewage in the water and clogged stormwater drains are major causes of the ill health of lakes in Bengaluru. Why don't authorities check the flow of sewage into the lakes and undertake periodic cleaning?

16 / 2 / 2023 | Bangalore Mirror



The city can take your breath away, literally

An air quality study conducted in Basavangudi, Domlur, Hosur Road, and DC Halli found that the concentration of PM1 particles has touched 68.64 mg per cubic metre. Vehicular emission has been identified as the biggest contributor. When will the authorities take holistic action to tackle it?

16 / 2 / 2023 | Bangalore Mirror