



Hi, I'm Vidisha. I write articles when I'm uncomfortable.  
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# Decrypting the Bro Code

Living in a different world, speaking a different language; they follow a code that leaves everyone intrigued. What happens when a girl sets out on a mission to decode this universal yet unknown code

Pragati Ganotra, AIS MV, XI H

My feminine existence has always wondered how boys exchange a whole bunch of conversations, just by a mere eye contact. These bros silently share their secrets and jokes which will not be revealed to you for a million Gandhi-notes. As I peeped into the mysterious world of *bhai-giri*, this is how the bro-code was revealed to me.

## #Rule no 1 Shh...the secret name!

Bros always have nicknames between themselves and are never going to reveal the mysteries behind them to you. Well, not if you're a girl. What's funny in calling Suresh 'Poppy'? And the disturbing part is that they'll scream that name across the class so that everyone knows it, only to keep us wondering what they could mean!

## #Rule no 2 Bhai ki seat

Even if there are a hundred vacant seats in the classroom or bus, there will be that one seat that one *bhai* reserves for the other *bhai*. In the absence of one *bhai*, the seat may remain vacant but will not be replaced by anyone. "Bhai ki seat pe nahi baithne ka" is how they go.

## #Rule no 3 Loyal liars

[Scene: Call from your bro's dad] [Time: Midnight]  
**Bhai's dad:** Beta, is Rajeev at your place?  
**Bhai no.1:** Haanji uncle. We're completing a group project.

(Dad not convinced)

**Bhai's dad:** Beta, is Rajeev there with you?

**Bhai no.2:** Haanji uncle, he's in the washroom.

(Stubborn dad, not yet convinced.)

**Dad:** Beta, do you know where Rajeev is?

**Bhai no.3:** Dad, it's me, Rajeev.



## #Rule no 4 Exam Saviour

True 'bros' have a moral obligation to help the other bro in the middle of an exam, even if you are unable to finish your own exam. Loyal bros will not only study together, but flunk together as well.

## #Rule no 5 Beware of pickpockets!

Hungry bros are worse than TV serial *saasu-maas*. She will only rob your mental peace, but a hungry bro can rob your peace, *paisa* and food. True bros do not split bills. Instead, they make one particular bro pay for all the expensive items on the canteen menu. And how can you forget their usual dialogue, "Aaj teri treat bhai, kal mai de doonga" with the promise of a tomorrow that never comes.

## #Rule no 6 Street food chronicles

Bros will always find time to visit *Ramu Samose-wala* and *Chaurasiya chai-stall* no matter how busy life gets. Savouring *nukkad-ke-cuisines* without your bro is strictly prohibited.

In the end, ladies, you have to accept the universal bromance phenomenon. We all know what *bhai-chara* is, but who's heard the *behan-chara*? And no matter how hard you try to change things, boys will always be boys.

# Har logo kuch kehta hai

A brand logo is never made with a mere design idea.

Sometimes, it has its own 'once upon a time', which eventually culminates in a visually appealing 'ending'. **Shreya Kaushal, AIS MV, XI B** lifts the lid off unknown backstories behind some of the most popular logos which we often see and admire.

## Mercedes: The icon of luxury

Even if you are one of those who cannot tell one car from another, you'd know how to spot a Mercedes; courtesy – the proud silver three point star logo that screams luxury. But did you know that three point star was not born in a design studio but a postcard? Gottlieb Daimler who owned the original Mercedes brand, sent his wife a postcard in the 1870s. He marked his residence on the postcard with a three-point star. In there he wrote, "One day, this star will shine over our triumphant factories." His sons Paul and Adolf Daimler who liked the star, eventually decided to use it as the company logo.

## Starbucks: The coffee loving mermaid

The first ever Starbucks opened its gates in Seattle (US). To capture and imbibe the nautical vibe of this port city, Siren, a sea creature from Greek mythology was chosen by its founders. Interestingly, just like Sirens who were irresistible to the sailors in sea, coffee has the same addictive affect. So, the next time you step into Starbucks, remember it's probably the call of the sirens!

## Adidas: The symbol of sportsmanship

Adidas has always been a prominent name when it comes to sports. Earlier known as Dassler shoes, the company was initially owned by brothers Rudolf and Adi Dassler. After a messy split between the two, Rudolf went on to form a new firm PUMA and Adi registered the company with the name ADIDAS from ADI DASsler. Let's put that myth that ADIDAS stands for 'All Day I Dream About Sports' to rest, it's just a backronym!

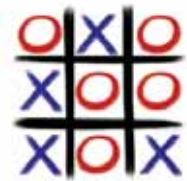
## Google: The GO to search engine

The most popular search engine was a result of 'BackRub'; a search engine research project headed by Larry Page (one of the owners) at Stanford. The project was later renamed Google which was a misspelt version of GOOGOL (which stands for one followed by 100 zeroes). This was done to convey the message that Google was capable of dealing with massive amounts of data. However, Google retained the misspelling and went on to become one of the most popular search engines in the world.

Graphic: Mudit Aggarwal, AIS MV, IX A



Graphic: Rishik Sood, AIS MV, X D



## #Letsplay

These tiny toddlers see hashtag as nothing but the basic requirement for playing tic-tac-toe. #OXOXOX



## #IamModern

They see their kids overusing hashtag and hence imitate them by crowding their tweets with it, and feel #modern.



## #Phonebalance

For people stuck between the gaps of two contrasting generations, hashtag is a key on the phone they use when they have to call the customer care to know their current balance. \*130#

# I am



From the heap of symbols lying idle on keyboards, rises the hashtag to claim its throne!  
**Vidisha, AIS MV, XI D, chronicles its journey and claim to fame.**

## #Thenationwantsto know

The celeb-struck, the only purpose of hashtag for them is to communicate to their star. #ilovesrk



## #Useless

Not even aware of the presence of Hashtag, the Oldies go like "What is Hashtag?" if you ever ask them about it.

## #NIRBHAYA

## #Unite

The youth of the nation understand the power of a symbol, which can unite the masses for a cause, #pathankotterrorattac k #nirbhaya.



## #Nohashtag

This breed totally detest the hashtag, for they believe that it has completely ruined the exquisite English language with senseless and often annoying #nospaces #nopunctuation #nogrammar #everywhere.