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- Ernakulam, Kerala

EDUCATION

RAJIV GANDHI INSTITUTE OF TECHNOLOGY

Kottayam, Kerala

2021 - present

- Bachelor of Architecture

NEW INDIAN MODEL SCHOOL

Dubai, United Arab Emirates

2008 - 2021

- Kindergarten to Grade 12
- Grade 12 (Science) - 96.75%

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Content Writing
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- English (Fluent)
- Malayalam (Mother tongue)
- Hindi (Basics)
- Arabic (Basics)
- Tamil (Basics)

MUZZAMMIL MAJEED

PROFILE

Dynamic and driven architecture student with a keen eye for design and a talent for storytelling. As a freelance content writer, I have crafted compelling, SEO-optimized content across diverse industries, consistently delivering engaging narratives that resonate with audiences. With experience in online tutoring, I excel in simplifying complex concepts and communicating them effectively. In leadership roles, I have demonstrated strong organizational, problem-solving, and team collaboration abilities.

Highly adaptable, detail-oriented, and passionate about creating impactful content that inspires and informs. Ready to bring creativity, strategic thinking, and a unique blend of skills to new challenges.

Seeking opportunities to leverage my skills and contribute to innovative projects while continuing my studies.

EXPERIENCE

CONTENT WRITER

(2019 - present)

Freelance

- Produced high-quality, SEO-optimized content, including articles, blog posts, website copy, video scripts, and social media content for diverse industries.
- Conducted thorough research to ensure content accuracy, relevance, and adherence to client guidelines, while staying up-to-date with industry trends and best practices.
- Worked closely with clients to understand their needs, target audience, and branding, providing tailored content solutions that meet their marketing objectives.
- Tailored writing style to suit various audiences and formats, from informative blogs to creative storytelling and promotional copy.
- Edited and proofread content to ensure clarity, coherence, grammatical accuracy, and alignment with brand voice.

ACADEMIC TUTOR

(April 2020 - present)

Interval Learning | Albedo The Educator | FocuzFive E-Learning Platform
Guidei Learns | Tuit Online Tuition Platform | Private Tutoring

- Utilized digital tools and resources to enhance learning and engagement
- Developed and customized lesson plans to meet the individual student needs and learning goals.
- Communicated regularly with students and parents to discuss progress and address concerns
- Adapted teaching methods to accommodate different learning styles and abilities

GENERAL SECRETARY

(June 2023 - May 2024)

Society of Student Architects (SSA) | Rajiv Gandhi Institute of Technology, Kottayam, Kerala

- Organized and documented meetings, prepared agendas, and recorded minutes.
- Coordinated events, workshops, and guest lectures to enhance student engagement & skill development.
- Supported the executive committee in administrative tasks and project management
- Prepared detailed reports of various activities organized in the department including workshops, talk sessions, documentations, and competition entries

DEPUTY HEAD BOY

(April 2020 - June 2021)

Students' Council (Academic year 2020-21) | New Indian Model School, Dubai, UAE

- Organized and coordinated school events, assemblies and extra curricular activities.
- Acted as a liaison between students and teachers, facilitating communication and addressing concerns.
- Led and mentored a team of Prefects, student leaders, and volunteers.
- Represented the school in various national and Inter-school competitions including elocution, debate, essay writing, symposiums, etc. and received various accolades.
- Recipient of the NIMS Scholarship Award initiated by the school management for curricular and co-curricular achievements, for two consecutive years (2018 - 2020)

CONTENT WRITING PORTFOLIO

(SELECTED WORKS FROM 2019 – 2025)

**MUZZAMMIL MAJEED
RIT KOTTAYAM
KERALA, INDIA**

WEBSITE DEVELOPMENT PORTFOLIO CONTENT

(I DO DESIGNS, Kochi – Freelance Project)

<https://www.rajahamsamhouseboat.com/>

At I do Designs, we were thrilled to partner with Rajahamsam, a premier houseboat service in Alleppey, to create a website that embodies the enchanting allure of Kerala's backwaters. The client sought a captivating digital presence that would showcase their luxurious houseboat experiences while providing an intuitive booking process for travellers.

The website's theme revolves around elegance and serenity, utilizing rich visuals and soothing colour palettes that reflect the tranquil waters and lush landscapes. Our concept was to craft an immersive experience, where potential guests can almost feel the gentle sway of the houseboats as they browse. Key features include a dynamic booking system, stunning image galleries, and client testimonials, all designed to engage visitors and facilitate seamless navigation.

<https://www.rivuletresort.com/>

At I do Designs, we transformed the digital presence of Rivulet Resort, a luxurious escape in Munnar, with a website that mirrors the beauty and tranquility of nature. The client sought a platform that would not only showcase their unique resort experience but also deliver a seamless booking journey for travellers craving elegance in the wilderness.

The website's theme of natural luxury seamlessly blends with the resort's ethos, offering a virtual retreat through breathtaking visuals of the surrounding landscapes and serene rivers. Our concept centered around capturing the resort's essence, where nature meets comfort. Key features include a real-time booking system, an immersive gallery, and a responsive design that adapts flawlessly across all devices.

<https://www.seadeltamarine.com/index.php>

At I do Designs, we proudly partnered with Sea Delta Marine, a leading consultancy specializing in marine, offshore, oil, and gas services based in the Middle East. The client required a sophisticated digital platform that effectively communicates their expertise and range of services while appealing to a global audience.

The website's theme is anchored in professionalism and reliability, featuring a clean interface that emphasizes functionality and user experience. Our concept revolved around showcasing Sea Delta Marine's extensive knowledge in the industry through informative content and stunning visuals. Key features include an interactive service showcase, client testimonials, and a user-friendly navigation system, ensuring potential clients can easily access information about their services.

<https://topthreetradingqatar.com/>

At I do Designs, we are proud to showcase our collaboration with Top Three Trading, a reputable trading company based in Qatar specializing in a diverse range of products and services. The client sought a dynamic online platform to enhance their visibility and engage potential customers effectively.

The website's theme centres on modern professionalism, incorporating a sleek and responsive design that reflects the company's commitment to quality and reliability. Our concept focused on creating an engaging user experience that seamlessly guides visitors through Top Three Trading's extensive offerings. Key features include an interactive product catalog, streamlined B2B inquiry forms, and client testimonials to build trust and credibility. The website's design effectively communicates professionalism while simplifying user interaction and enhancing client engagement.

<https://www.terraincrafts.com/>

At I do Designs, we are excited to highlight our collaboration with Terrain Crafts, a premier resort and construction company based in Kochi. The client required a visually captivating and functional website that showcases both their hospitality offerings and construction projects while enhancing user engagement and bookings.

The website's theme focuses on craftsmanship and elegance, capturing the essence of their premium resort development alongside their high-quality construction services. We designed the site with an emphasis on showcasing real-time project updates, detailed service breakdowns, and high-quality imagery of their portfolio, allowing potential clients to view their work with ease. Additional features include a fully responsive design, easy-to-navigate structure, and an interactive gallery that enhances user engagement.

<https://unitedinteriorfactory.com/contacts.php>

At I do Designs, we developed a robust and visually appealing website for United Wood Industries, a leader in innovative interior design solutions, based in Kochi. The client required a website that showcased their extensive range of wood-based interior products and services while reflecting their commitment to craftsmanship and innovation.

The website's theme is rooted in contemporary sophistication, featuring a minimalist design that highlights United Interior Factory's commitment to quality and creativity. The website's theme revolves around elegance and functionality, designed to appeal to both residential and commercial clients seeking high-quality wood interiors. The concept was to create a visually engaging platform that highlights the company's products, expertise, and project portfolio. Key features include an interactive product gallery, project portfolio, and client testimonials, all designed to inspire confidence and spark creativity.

<https://eloratourism.com/>

At I do Designs, we designed a sleek and user-friendly website for Elora Tours and Travels, a premier travel agency based in Dubai, specializing in crafting unforgettable travel experiences. The client required a website that not only showcased their customized travel packages but also provided a seamless online booking experience for customers.

The website's theme focuses on adventure and convenience, blending engaging visuals with smooth functionality to inspire travel enthusiasts and simplify trip planning. Our concept was to create a platform that highlights Elora's unique offerings while making it easy for users to navigate and book travel services. Key features include a real-time booking system, easy-to-use navigation, interactive travel package displays, and a responsive design that adapts across all devices, ensuring a hassle-free user experience.

<https://compassglobalschool.org/>

At I do Designs, we crafted a dynamic and informative website for Compass Global School, Kollam, an institution committed to delivering high-quality education with an international perspective. The client required a website that effectively highlighted their academic programs, facilities, and student resources while being easy to navigate for both parents and students.

The website embodies a theme of growth and exploration, utilizing a bright, inviting color palette to create a warm atmosphere. Our concept focused on creating a platform that seamlessly integrates informative content with an engaging visual experience. Key features include an interactive admissions portal, event updates, interactive multimedia galleries, virtual tours, and a responsive design optimized for all devices, showcasing the school's vibrant community and ensuring accessibility for users on the go.

REJUVENATE AND UNWIND

(Niche Stays Webpage Content – Freelance Project)

Relax and refresh with Niche Stays, where luxury and wellness come together.

At Niche Stays, we offer more than just a place to stay.

Our special collection includes the best resorts in Kerala, including top spa and wellness resorts that offer peaceful holidays to heal not just your body, but your mind and soul. Enjoy the benefits of traditional Ayurvedic treatments, feel the calm and beauty of nature, and experience deep relaxation with healing therapies.

Whether you dream of a relaxing beach escape at a luxury resort in Kerala, a premium city break at a five-star resort in Kerala, or an exciting countryside adventure at the best honeymoon destination in Kerala, our stays are ready to impress you. Experience premium comfort, discover the true meaning of relaxation, and enjoy the beauty of nature.

With easy booking and personalized service, we ensure that every trip feels extraordinary.

Your perfect vacation is waiting!

Start your journey to wellness today - relax, refresh, and rediscover yourself with Niche Stays.

1. HILLS AND HUE, THEKKADY

Where nature's beauty meets luxurious calmness

Located in the beautiful hills of Thekkady, Hills and Hues Luxury Wellness Resort offers a perfect mix of luxury, nature, and wellness. Stay in beautifully designed cottages, enjoy calming Ayurvedic therapies, and reconnect with nature with personalised service and premium comfort. Whether you are watching a peaceful sunrise, enjoying a delicious meal, or exploring Thekkady's wildlife, every moment is made to refresh your mind and body.

Experience the perfect balance of comfort and calm at Hills and Hues, a top family and wellness resort in Thekkady.

2. MOUNTAIN SHADOWS, WAYANAD

Reconnect with nature, rediscover yourself

Situated on a private peninsula by the Banasura Sagar reservoir, Mountain Shadows Wellness Resort invites you to a world of peace and luxury. Surrounded by misty hills and peaceful waters, this luxury resort offers elegant villas, refreshing wellness therapies, and connection with nature. Wake up to beautiful views, relax in the pool, enjoy refreshing Ayurvedic treatments, and explore the outdoors with activities like nature walks and birdwatching.

At Mountain Shadows, every stay is a journey to rediscover balance, harmony, and yourself.

It is time to refresh your mind, body, and soul and discover the true calmness.

3. MONTICLE GLAMPS RESORT, VAGAMON

Luxury in the Clouds

Located on the beautiful hills of Vagamon, Monticle Glamps Resort offers a unique mix of camping and luxury.

Stay in beautifully designed glamping tents or eco-friendly villas, perfect for relaxation and adventure. Surrounded by misty valleys and green landscapes, enjoy activities like trekking, campfires, and stargazing for unforgettable moments.

At Monticle Glamps, every moment combines nature's beauty with modern comfort.

Reconnect with nature while enjoying modern amenities and warm hospitality. Whether you are looking for adventure or peace, Monticle Glamps has something special for everyone.

Leave the ordinary behind and experience a peaceful escape above the clouds!

4. RAGAMAYA RESORT, MUNNAR

Experience the melody of nature at Ragamaya

Located in the beautiful hills of Munnar, Ragamaya Resort offers a peaceful escape filled with luxury and comfort.

Overlooking the clear waters of Ponmudi Lake and surrounded by rainforests, this luxury wellness resort in Munnar is the perfect place to escape from daily life. Enjoy premium cottages, an infinity pool, and refreshing Ayurvedic treatments that bring together nature's calm and modern comfort.

Wake up to beautiful sunrises, enjoy delicious meals, and relax in the timeless beauty of Munnar.

Every moment here is a melody of peace

At Ragamaya, time slows down, and nature takes the main role. Your perfect escape is waiting!

5. THE GRAND CLIFF RESORT, MUNNAR

Set high in the hills of Munnar, Grand Cliff Resort combines luxury and nature for a luxury experience. With beautiful cliffside views, elegant rooms, and premium facilities, it is the ideal spot for relaxation and adventure.

Refresh with soothing spa treatments, enjoy delicious cuisines, and experience the natural beauty of Munnar. Whether you are planning a family vacation, romantic honeymoon, or a wellness escape, Grand Cliff Resort has something for everyone.

Escape to The Grand Cliff Resort, Munnar, and enjoy the perfect combination of nature's beauty and modern comfort.

6. EDENWOODS RESORT, MUNNAR

Where nature's beauty meets peaceful luxury

Located in the tea gardens of Munnar, Edenwoods Resort is the perfect escape into nature. Surrounded by green hills and misty views, it is a calm place to relax. The resort features eco-friendly cottages, pools with a mix of local and international cuisines, and experience warm hospitality and personalised services.

Whether you want to go trekking, have a refreshing Ayurvedic treatment or take a peaceful walk in nature, Eden Woods has something for everyone.

Step into Eden, where nature welcomes you.

At Edenwoods Resort, every moment invites you to relax, refresh, and reconnect with nature.

Experience true calmness like never before!

7. DEVONSHIRE GREENS RESORT, MUNNAR

A Perfect Mix of Nature, Luxury and comfort

Located in the heart of Munnar's tea gardens, Devonshire Greens Resort offers a peaceful holiday in between the beautiful landscapes of Munnar. Surrounded by hills and valleys, this luxury resort features beautifully designed rooms, a refreshing infinity pool, a relaxing spa and premium dining experience. If you are on a romantic honeymoon, family vacation, or wellness trip, Devonshire Greens offers a memorable experience.

Experience peace, enjoy Ayurvedic treatments, and discover nature's beauty just outside your door.

At Devonshire Greens, every moment is designed to refresh your body and soul. Your perfect vacation is waiting!

8. JEEVESS AYURVEDA RESORT, WAYANAD

Reconnect with nature, rediscover yourself

Located in the peaceful hills of Wayanad, Jeevess Ayurveda Resort is the perfect place for those seeking relaxation and healing. This luxury wellness resort combines traditional Ayurvedic treatments with modern comforts to promote balance and relaxation. Surrounded by nature, the resort offers premium cottages, personalized wellness programs, and organic Ayurvedic therapies and meals to restore peace and harmony to your body and mind. Whether you want to relax, detox, or reconnect with nature, Jeevess is the ideal place for your wellness journey.

At Jeevess Ayurveda Resort, wellness is part of everything we do. Surround yourself with the beauty of Wayanad, and they will guide you on your journey to true well-being.

CHOOSING THE RIGHT WEB DESIGN COMPANY: YOUR PATH TO DIGITAL SUCCESS

(I DO DESIGNS Google My Business Post – Freelance Project)

Your website is your business's digital handshake - make sure it is firm and confident.

But how do you ensure it is crafted with precision and creativity?

Choosing the right web design company is the first step toward building a website that doesn't just look good but does wonders for your business.

Design Beyond Aesthetics

A great website is not just about beauty; it is about functionality, user experience, and results. When choosing a web design company, look for:

- **Expertise and Portfolio:** Does their work reflect creativity and technical skill? Dive into their portfolio to see if they have worked with businesses like yours.
- **Customization:** Avoid cookie-cutter templates. Your business deserves a tailored solution that reflects your unique identity.
- **Communication:** Do they understand your vision? Clear, collaborative communication is key to translating your ideas into a stunning reality.
- **Client Reviews:** Happy clients are a great indicator of quality. Check reviews and testimonials for insights.
- **End-to-End Services:** From design to maintenance, a full-service company saves time and ensures consistency.

Where Creativity Meets Strategy

The right web design company does not just build websites; they build **BRANDS**. They weave creativity with strategy to design a digital space that captures attention, tells your story, and converts visitors into loyal customers.

The right web design company doesn't just create websites - they craft experiences. They transform your ideas into a digital masterpiece that engages visitors and drives conversions.

Your website is your story. Let the right team help you tell it.

Whether you are refreshing your online presence or starting from scratch, choose a partner who delivers excellence. Let us create something extraordinary together! Your journey to an amazing website starts here!

THE ART OF WEBSITE DESIGN: CRAFTING DIGITAL DREAMS

(Website Content – Freelance Project)

In today's fast-paced digital world, having a strong online presence is essential for businesses to thrive.

Imagine a potential client searching for web design services in Kochi, and then lands on your page, and in just a few seconds, they decide whether to stay on your website or leave. Those few precious moments determine the future of your business. But what makes them stay? The answer lies in exceptional web design. A user-friendly website not only grabs attention but converts visitors into loyal customers.

Your website is your business's digital handshake - make sure it's firm and confident.

In the vast digital expanse, your website is more than just a destination; it is a journey, a story, an experience. This is where imagination meets functionality, and every pixel plays a role in creating an unforgettable user experience. At our web design company in Kochi, we understand the power of a well-crafted website to elevate your brand.

Website Design: Crafting Your Digital Story

Website design is the art of creating a visually appealing, functional, and brand-aligned digital space. It's about engaging your audience and leaving a lasting impression. But why is good website design so important, and what makes it a game-changer for your business? Our web design company knows how to blend creativity with functionality to make your website shine.

First Impressions Matter

Your website is often the first interaction potential customers have with your brand. Studies show that it takes just 0.05 seconds for users to form an opinion about your website. A well-designed website, created by experienced web designers in Kochi, can capture attention, build trust, and encourage further exploration. In contrast, a poorly designed site drives visitor away.

"You never get a second chance to make a first impression." - Will Rogers

SEO and Visibility: Your Key to Success

A beautifully designed website is only effective if people can find it. That's where Search Engine Optimization (SEO) comes in. At our web design company in Kochi, we integrate SEO into every aspect of your website design, ensuring that it ranks higher on search engines like Google. Did you know that 93% of all online experiences begin with a search engine? Our expertise in affordable web design and SEO ensures that your website is visible to the right audience at the right time.

In the digital world, visibility is everything. Make sure your website stands out.

Building Trust and Credibility with Web Design

More than 75% of users judge a company's credibility based on its website design. At our web design services in Kochi, we specialize in creating clean, modern, and well-organized websites that build trust with your visitors. Whether you need a custom website design, e-commerce website design, or responsive web design, we make sure your website reflects your brand's values and professionalism.

Your website should be the digital ambassador of your brand - polished, professional, and aligned with your business values.

Conversion Optimization: Turning Visitors into Customers

The ultimate goal of your website is to turn visitors into customers. Our website development services in Kochi focus on creating websites that guide users through their journey - whether it's making a purchase, filling out a form, or contacting your team. With clear calls to action, compelling content, and a user-friendly interface, we help drive conversions for your business.

Staying Ahead in the Digital Landscape

In today's competitive market, having a modern, responsive website is crucial. Your competitors are online, and so are your customers. Our website designing company in Kochi ensures that your business remains relevant and accessible with cutting-edge web design services.

Investing in a professional website is about positioning your business for success. A well-designed site from the I DO DESIGNS, the best web design company in Kochi can enhance your brand's credibility, boost customer engagement, and drive revenue growth. Don't let an outdated or underperforming website hold your business back.

Reach out to us today for website design in Kochi that takes your business to the next level.

NICHE STAYS: REDEFINING HOSPITALITY WITH CURATED EXPERIENCES

(Website Content – Freelance Project)

Imagine waking up to the sound of birds singing, feeling a cool breeze on your face, and watching the sun slowly rise over green trees. Picture yourself listening to the peaceful sounds of waves while drinking a warm cup of coffee, surrounded by nature. This is not just a vacation, it is an experience you will never forget. Welcome to Niche Stays, where every trip is more than just visiting a place – it is about making beautiful memories that stay with you forever.

Most hotels and resorts offer the same kind of rooms and services. They might have premium beds, basic amenities, and beautiful views. But they often miss the special feeling of creating an experience that touches your heart. Niche Stays is different. They don't just give you a place to sleep, they create unique experiences that help you connect with the places you visit. Imagine drinking tea on a balcony surrounded by misty hills or spending a cool evening in a villa filled with local art and history. Every property at Niche Stays is chosen carefully to give travellers an authentic experience, combining comfort with the charm of the local culture.

What makes Niche Stays special isn't just the beautiful locations but also the stories each place tells. Each stay is more than just accommodation- it is part of your travel story. Whether it is a small cabin in a quiet forest, a heritage home filled with history, or a beach villa where you can hear the waves, Niche Stays offers experiences that show the true spirit of the place. Unlike ordinary hotels, where every room feels the same, Niche Stays makes sure that no two experiences are alike. Their properties help you feel connected to the local culture, nature, and traditions, making you feel like you belong rather than just visiting.

Niche Stays believes that travel should be meaningful, not just convenient. This idea is at the heart of everything they do. Their goal is to help travellers find joy, inspiration, and a deeper connection with the world. That is why they offer more than just a place to stay. Imagine learning pottery in a small village, walking through fragrant spice gardens in Kerala, or meditating at sunrise with only the sounds of nature around you.

These activities are not just extras - they are part of the Niche Stays experience. Every activity is designed to help travellers connect with the local environment, traditions, and people.

Caring for the environment is very important to Niche Stays. They support eco-friendly tourism by working with properties that protect nature. Today, many travellers want to be responsible about their impact on the planet, and Niche Stays makes that easy. Whether you are staying in a solar-powered cottage, supporting homestays that use organic farming, or choosing places that reduce plastic waste, Niche Stays helps you travel in a way that is kind to the Earth. Their focus on sustainability means that while you create wonderful memories, you are also helping to protect the places you visit.

Planning a trip can sometimes be stressful, but Niche Stays makes it simple. Their easy-to-use website helps you find, plan, and book your perfect vacation. You can see detailed information about each property, with beautiful photos and descriptions that give you a clear picture of what to expect. If you need help, their friendly team is always ready to assist, offering personalized suggestions to make sure your trip goes smoothly. This mix of technology and personal service makes Niche Stays a great choice for travellers who want stress-free adventures.

What really makes Niche Stays stand out? It is the small details. The warmth of a handwritten welcome note in your room, the excitement of finding a hidden path to a beautiful waterfall, the taste of a home-cooked meal made with love, or the stories shared by friendly local hosts who make you feel at home. These little things are what turn an ordinary trip into an unforgettable memory. Niche Stays believes that simple, genuine moments are what people remember most.

Whether you love adventure, seek inspiration, or want to create special family memories, Niche Stays is more than just a travel company. It's a way to experience journeys that touch your heart. Whether you're traveling alone, planning a romantic trip, going on a family vacation, or organizing a work retreat, Niche Stays has something for everyone. Their wide range of properties and activities ensures that every trip is unique, catering to different interests and travel styles.

Imagine staying in a mountain cabin where the sunrise looks like a painting, a beach villa where time slows down with the waves, or a heritage home filled with fascinating stories. With Niche Stays, these dreams come true. They offer more than just places to stay - they provide spaces where you can relax, reflect, and grow. Their properties are not just destinations, they are peaceful retreats where you can take a break from daily life and reconnect with yourself and the world around you.

Niche Stays also helps travellers build connections—not just with places, but with people. They work closely with local communities, artists, and guides, giving travellers the chance to experience real cultural exchanges. Guests can join local festivals, learn traditional crafts, taste regional foods, and take part in activities that support local businesses. This focus on community makes travel more meaningful and ensures that tourism benefits the people who make each place special.

In today's fast-paced world, Niche Stays offers a refreshing change - a chance to slow down, enjoy the moment, and find beauty in simplicity. They believe that travel is not just about seeing new places, but about truly experiencing them. It is about feeling the soft fabric of handwoven textiles in a market, hearing traditional songs at a festival, tasting fresh fruits straight from the tree, and breathing in the earthy scent after a rain shower.

So, what will your next adventure be? Whether it is a peaceful holiday in the mountains, an exciting journey through forests, or a cultural trip in a vibrant city, Niche Stays is here to help you make it special. Their love for travel, commitment to authenticity, and focus on creating meaningful experiences make them the perfect choice for anyone who wants more than just a regular vacation.

In a world full of ordinary trips, Niche Stays offers extraordinary experiences. They encourage travellers to explore not just new places, but new ways of seeing the world. It is not just about the distance you travel, but the memories you create, the people you meet, and the lessons you learn along the way.

Ready to make your next trip unforgettable?

Discover the world with Niche Stays, where every stay tells a story, and every journey becomes a treasured memory. Life is too short for ordinary vacations - choose Niche Stay, where every trip is an opportunity to connect - with nature, with people, and most importantly, with oneself. So, if you are looking for more than just a place to stay, embark on a journey with Niche Stays and discover the art of meaningful travel.

TEMPLATE vs CUSTOM WEBSITES

(SEO Website Content – Freelance Project)

As you embark on the journey of building or revamping your online presence, the decision between a custom website design or a template-based web design becomes crucial. At I do Designs, we are here to help you understand the key differences between the two options, ensuring you make the best choice for your business.

Whether you are a start-up or an established company, your website design shapes the perception of your brand and influences everything from user experience to search engine rankings.

TEMPLATE WEB DESIGN: FAST, AFFORDABLE, AND FUNCTIONAL

Template web design offers a pre-made framework where you can quickly plug in your content and images. It is a popular choice for businesses that need a quick, budget-friendly solution and don't require extensive customization. This option is particularly attractive for small businesses and start-ups looking for affordable web design services in Kochi.

Benefits of Template Web Design:

- **Cost-Effective:** Templates are pre-designed and require minimal customization, making them a cheaper option. For businesses on a tight budget, such as start-ups, this is a great entry point into the digital world.
- **Quick Setup:** With template web design, you can get online fast. If your priority is speed to market, a template may be the quickest route to a functional website.
- **User-Friendly:** Many templates come with easy drag-and-drop functionality, making it simple for users without technical expertise to create a website.

Drawbacks of Template Web Design:

- **Limited Customization:** Templates have constraints that may not allow your brand's uniqueness to fully shine. You might not be able to adjust the design as per your evolving business needs.
- **Lack of Originality:** Because templates are accessible to many, your website could look similar to other companies - even competitors, potentially diluting your brand identity.
- **Scalability Issues:** As your business grows, a template website may not have the flexibility to accommodate advanced features, which could require a costly redesign in the future.

CUSTOM WEB DESIGN: UNLEASHING YOUR BRAND'S FULL POTENTIAL

Your brand is unique - shouldn't your website be too?

A custom website design is a bespoke approach where every aspect of your website is tailored specifically to your business. At I do Designs, a leading web design company in Kochi, we create websites that are a true reflection of your brand, built with a deep understanding of your audience and goals.

Advantages of Custom Web Design:

- **Unique Branding:** A custom website allows for a design that's tailored entirely to your brand, from the layout to color schemes, ensuring your business stands out in a crowded market.
- **Enhanced User Experience:** Custom web design optimizes the user journey, creating an intuitive, engaging, and seamless experience for your visitors, significantly improving conversion rates.
- **SEO Benefits:** At Ido Designs, we incorporate SEO best practices into custom websites. Clean code, fast load times, and SEO-optimized content ensure higher visibility in search engines like Google, driving organic traffic to your site.
- **Scalability and Flexibility:** Custom websites are built with growth in mind. Whether you need to integrate third-party tools or scale up for increased traffic, a custom site will grow and adapt to your business's evolving needs.
- **Advanced Security:** Custom sites are designed with the latest security protocols, offering higher protection against cyber threats, safeguarding your business and customer data.

WHY CUSTOM WEB DESIGN IS WORTH THE INVESTMENT

A great website isn't an expense - it's an investment in your brand's future.

While a custom web design may have a higher initial cost, the long-term benefits far outweigh the investment. Your website becomes a digital platform that serves as an extension of your brand, crafted to support your business goals and drive growth.

At Ido Designs, we specialize in responsive web design, e-commerce website design, and creating custom web solutions that reflect your brand's identity while providing the flexibility, scalability, and performance needed to succeed in today's digital world. Whether you need a corporate site, a website development project, or specialized web design services in Kochi, we are here to bring your vision to life.

Choosing custom web design means investing in a unique, scalable, and fully optimized online presence that will set your business apart from the competition. *Design preferences may vary, but the goal is the same: to create a digital world where your vision reigns supreme.*

Let Ido Designs, one of the best web design companies in Kochi, help you elevate your digital presence today.

COPY FOR SWIGGY ON THE OCCASION OF INTERNATIONAL MEN'S DAY

(Copy Writing Job Interview Submission)

*Celebrate International Men's Day with Swiggy: Fuel His Fire, Feed His Passion!
Strong men deserve strong meals!*

This International Men's Day, let's celebrate the incredible men who make our lives brighter and better. It is time to honour and appreciate the men who inspire us every day. Swiggy Delivery makes it easy to show your appreciation with fantastic deals and delicious meals tailored for the occasion. Whether it's your father, brother, partner, or friend, celebrate their contributions with a meal they'll love. *Let us celebrate them with every bite.* Order now and make their day unforgettable!

**#FeedHisPassion #SwiggyMensDay #CelebrateHim #SwiggyDelivers
#InternationalMensDay #SpecialOffers #TreatHimRight**

COPY FOR SLEEPWELL MATTRESSES ON THE OCCASION OF INTERNATIONAL WOMEN'S DAY

(Copy Writing Job Interview Submission)

*Every great day starts with a great night's sleep.
Sleep well, Dream Big with Sleepwell.*

This International Women's Day, let us honor the incredible women in our life with the gift of unparalleled comfort. Sleepwell Mattresses is dedicated to ensuring that every woman wakes up feeling refreshed, empowered, and ready to conquer the world. Celebrate the women you love with Sleepwell, let her rest like a queen. Check-out our website to explore our exclusive Women's Day offers and support her dreams with Sleepwell Mattresses.

**#RestinComfort #RiseinStrength #DreamLikeAQueen #EmpowerHerSleep
#CelebrateWomen #InternationalWomensDay #BestSleepEver**

COPY FOR DABUR ON THE OCCASION OF NATIONAL CRYING DAY

(Copy Writing Job Interview Submission)

Feel, Heal, and Smile with Dabur this National Crying Day

On this National Crying Day, let your emotions flow freely. Whether you shed tears of joy, sadness, or relief, Dabur is here to support your emotional journey because for us every every tear counts. Let us celebrate the healing power of a good cry with Dabur's trusted natural remedies ranging from Honey, Chyawanprash, turmeric, Ashwagandha, and much more. Embrace your emotions, Let Dabur take care of you, naturally. Visit our website to find the perfect remedy for every tear.

#CryFreely #EveryTearCounts #HealNaturally #WellnessWithDabur #DaburCare

COPY FOR OKUNAVAN SHITO KARATA TRAINING INSTITUTE

(<https://www.instagram.com/p/C96LQGWTqlr/?igsh=MWN3MG9vcTZvand2NQ%3D%3D>)

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SOCIAL ARCHITECTURE - THE NEED OF THE HOUR
(NASA India Writing Architecture 2023 Trophy - Abstract Submission)

A famous English architect Cedric Price, once quoted that, *"Architecture must concern itself continually with the socially beneficial distortion of the environment."*

Architecture as we know is a tangible representation of society that embodies its values, beliefs, and goals. It is more than just the design of buildings and the layout of towns. It gently shapes our experiences and relationships by influencing our behaviour through its form and function. It narrates our history, defines our present, and plots the road for our future.

In the modern world, architects are more aware of the psychological effects of design. By fusing this information with cutting-edge building techniques, we can design environments that promote social well-being.

The architectural tools that the profession use to help build a more cohesive society, are as varied as the social world and its problems. Architects have a more active role in creating the environment for social dialogue by creating the spatial linkages and programmatic layouts that foster accidental meetings, stimulate conversation, engagement, and community consolidation.

Architecture is more than just the result of the technological resources we employ or the culmination of our knowledge and creativity. When done well, architecture serves as a tangible representation of our most treasured beliefs and greatest aspirations.

While community-engaged design has the ability to inspire social change, each community has its own set of problems. Only the intentional and collaborative involvement of architects can make this happen. A famous German-American architect, Walter Gropius, has rightly said that, *"Society needs good image of itself. That is the job of the architect."*

ROLE OF LITERATURE IN THE AGE OF TECHNOLOGY

(Script for speech presented at a National Level Elocution competition held in Dubai, UAE)

Long before human civilization started in this world, stories were found among the constellations, beneath the depths of the oceans, and within the woodland realm.

Long before language was invented, stories were told and engraved upon stone tablets and wall carvings.

From the age when humans began to learn how to read and write with words that our ancestors created, literature existed.

A famous English mathematician, Alfred North White-head once quoted that, *"It is in literature that the concrete outlook of humanity receives its expression"*.

Life is manifested in the form of literature. Without literature, life would cease to exist. It is an embodiment of words based on human tragedies, desires and feelings.

It cultivates wonders, inspires a generation, and feeds information. Even though it is dynamic, endless and multi-dimensional, literature has contributed for significant purposes to the world we live in.

No matter Science and technology profoundly affected the production of literature. But as we know writing and publishing literature was not an easy task in the past. It was a laborious work for writers, editors and publishers. However, technology in recent times made all these things quite easy and fast.

The online reception of literature in academics is growing day by day. A large number of institutions are designing their courses on literature, language and creative writing online.

Availability of online dictionaries, thesauruses, reference books and resources has made literature an interesting work in the 21st century.

But the fact is that, as the innovations in technological advancements have grown, the way we read has also revolutionized and evolved. But, literature is something that will never change the way it makes you feel, even if its on a paper or as an e-book.

Literature reflects humanity and a way for us to understand each other. By listening to the voice of another person we begin to figure out what that individual thinks.

We should realize that literature serves as a gateway for understanding the history, expanding our knowledge, feeling of sympathy and empathy, escapism and much more.

The point I want to emphasize is that, literature in the age of technology has great importance as it helps us to come to grip with many of the issues that are confronting our world today, such terrorism, denial of rights, injustice, the ongoing corruption in the different political and economic systems, the place of religion and the list goes on.

A world that is simultaneously becoming ever more integrated has become ever more fractured. As we grapple with all these issues, well written contemporary literature has the power to help us better navigate all these challenges, and to build a better world for ourselves and the future generations.

To be more precise, there is no other power in the world capable of uniting people other than the power of language or literature.

A famous English literary critic, Cyril Connolly once said, *"When thoughts exist, words are alive and literature becomes an escape, not from but into living"*.

We should not give up all hope of a better world tomorrow, from the stand point of culture and literature alone. Simply because science and technology tend to predominate over human values, it is within the power and capacity of man provided he exercises his sound judgement and pursues the right priorities to shape a better world, where literature flourishes along with industry and technology.

C.S. Lewis, a famous British writer once said, *"Literature adds to reality, it does not simply describe it. It enriches the necessary competencies that daily life requires and, in this respect, it irrigates the deserts that our lives have already become"*.

I do believe that literature is important in the age of technology because of its purpose, and in a society which is becoming increasingly detached from human interactions, literature create a conversation.

TECHNOLOGY: A BOON OR A BANE

(Script for speech presented at an Inter-School Elocution competition held in Dubai, UAE)

"Technology made large populations possible, large population now make technology indispensable."

We are living in a society, which can be termed as 'technically civilized' society. Everything around us is directly or indirectly connected with the technology. Therefore, we can say that, we are much dependent on technology.

Now let us go through the, medical facilities in the past. At that time, health facilities were affordable and attainable by only a few. But now with the sky rocketing multi-sophisticated developments in the healthcare technology with the help of ECG, MRI, CT Scanners etc., health and longevity has increased, while maternal and infant mortality etc., has significantly reduced.

Surgeries are no longer the most feared medical procedures. It has become reliable, pain less and a safe method to cure us from the diseases.

But this was not the situation in the past. With no pain control and the risk of infection, surgeries used to be painful, horrific and dangerous and many people died on the operation table itself.

Thanks to the discovery of Lasik, laser, key hole surgery methods, modern anesthesia, ventilators, transplantations and much more, which are being practiced to minimize the exposure to the infection and reduce the shock of surgery.

With this pace of technological evolutions, a time in which robots performing complex surgeries with the help of harmless radiations is not too far.

But, we must not ignore the risks of machine errors, which can be irreparable and disastrous during serious circumstances. Also with the technologies evolving their operators and technicians (humans offcourse) must also evolve which can be lead to a chaos.

Moving on to the transportation scenario, earlier humans had no fancy transportation to travel. In the early 1900's, when Carl Benz and Henry Ford came up with an idea of motors wagons which ran at a speed of just 64 KM per hour, they would not have thought that, their own automobile companies would one day make super cars reaching at a whopping speed of up to 400 kilometer per hour.

Would you believe that shortly the Dubai-Abu Dhabi journey in United Arab Emirates of 140 Kilometers can be reached in just 15 minutes with the help of Hyperloop? Quite unbelievable, right? Hyperloop is expected to be launched by the 2030 which is not too far.

Another latest technology is the driverless cars. Sensory technology in the driverless cars would potentially preserve the environment, better than human senses, thus reducing traffic accidents. Speed limits can be increased accordingly to the situation to shorten the journey times. Efficient travel also means fuel saving.

So you can see that transportation means have also evolved with the human civilization. Who knows in a few years from now, going to mars might be as easy as buying a metro ticket and hopping into a space craft.

But talking about the disadvantages, for example, let us take the case of driverless cars, the road system and infrastructure would need major upgrades for the driverless cars to operate on them. Just imagine, how would the police interact with the driverless vehicles in case of any accident or crime? Who would be responsible for an accident, the car owner or the software designer?

The point I want to emphasize is that our technological powers increases, but its side effects and potential hazards also escalates with it.

So, let us use technology wisely as means to progress and lead a healthy lifestyle. Thus, we shall leave behind a better platform for the coming generations.

Technology is a good servant, but a bad master

SUCCESS LIES IN ENRICHMENT OF CHARACTER, NOT IN WEALTH

(Script for speech presented at an Inter-School Elocution competition held in Dubai, UAE)

Fame is a vapor, popularity an accident, riches take wings and only character endures

There is a common saying that, "if wealth is lost nothing is lost, but if character is lost everything is lost." Character is of utmost importance to every human being. It is more important than any other things one may earn. Wealth can buy you luxuries. But money cannot buy you anything for your soul. Your fate is your character. A man of high character is held in high esteem by all, even God Almighty. On the other hand, a man who lacks good character loses his credibility.

Gandhi was called a Destitute – Fakir by his opponents. But his life bears testimony that success lies in enrichment of character rather than wealth. A man once said – 'character is like a tree, reputation and wealth like its shadow. The shadow is what we think of it, tree is the real thing.' This man once enjoyed the pinnacle of wealth and reputation. But he is known to the world not as a billionaire, but as a man of inspiring character. He was none other than Abraham Lincoln.

The great scientist Thomas Alva Edison, once had to witness all his hard-earned wealth of a lifetime being burned into ashes. But he was not shaken. He never made any of his inventions, which are now an inevitable part of our life, out of desire to accumulate wealth. That was the strength of his character. The successful life of Walt Disney, Henry Ford and other great personalities also tells us the same message that – wealth is a material but character is eternal.

In this world of competition and selfish race to overtake others, it is unfortunate that we forget character development. We focus more on gains rather than the means. The world doesn't need billionaires. The world needs 'humans'. Men of genius are admired, men of power are feared, men of wealth are envied but only men of character are trusted.

Nature magically suits a man to his fortunes by making them, the fruit of his character.

No doubt, Success lies in enrichment of character and not in wealth.

COMEDY VS TRAGEDY

(Script for speech presented at the COSTA COFFEE Debate competition held in Dubai, UAE)

There is a saying in Tibetan, 'Tragedy should be utilized as a source of strength.'

I enjoy reading tragedy than comedy because I feel tragedy in art, despite the darkness and the morbid sadness, feels like *truth*. Sometimes a little truth does more for my soul than the funniest comedy or the wildest, most romantic epic.

I think I like tragedy because it helps tell a story. It shows us that we are human and fallible. It shows us that the only thing we can control is our own actions. That, no matter how hard we try, things can still go wrong.

Tragedy is begging for us to be empathetic. We know what it's like to lose a loved one. We know the pain of rejection. We know that things could go wrong at any moment.

I wouldn't say we enjoy these moments of sadness, anger, or grief, but we can definitely identify and empathize with them. The bond we have with characters going through tragedy is strengthened because we know what it's like to endure tragedy.

The last thing I will say is stories of tragedy can also teach us lessons. They can show us how to deal with our emotions. They teach us what to do when we are confronted with a tragedy of our own.

I strongly believe, '*sometimes in tragedy we find our life's purpose.*'

To sum this all up, I would say tragedy allows us to be empathetic, it can lead to moments of redemption, and it teaches us valuable lessons.

ROLE OF SOCIAL MEDIA IN YOUNG MINDS

(Script for speech presented at the Inter-College speech competition held in Kerala, India)

In the vast expanse of our contemporary existence, a digital revolution has unfurled its wings, and at the forefront of this transformation dances the enigmatic force of social media.

In this age of connectivity and curated personas, the influence of social media is more than a mere presence; it is an omnipresent force, a mirror reflecting our aspirations, our connections, and the very essence of our shared existence.

As we stand at the crossroads of innovation and connectivity, it is crucial to acknowledge the profound influence of social media on the young minds that navigate them.

In the cosmos of our digital age, hashtags are the constellations that guide cultural movements, posts are the echoes of our zeitgeist, and the algorithms orchestrating our feeds hold the keys to societal narratives.

Social media, with its kaleidoscope of platforms, offers an expansive canvas for the expression of thoughts, dreams, and individuality.

Social media has become a powerful tool for individuals to champion causes, mobilize communities, and challenge the status quo. Our stories, once confined to the pages of diaries and letters, now echo across the vast expanse of the internet. However, this newfound power of expression is not without its consequences.

We find ourselves entangled in a narrative where our self-worth is often dictated by the number of followers and the virtual applause we receive.

The characters we play on social media sometimes become a distorted reflection of our true selves, shaped more by societal expectations than genuine authenticity.

From fostering comparison and spreading misinformation to fuelling addiction and enabling cyberbullying, the negative effects are far-reaching.

Additionally, the instantaneous nature of social media can sometimes overshadow the importance of patience and perseverance. The pursuit of instant gratification, whether in the form of likes or followers, may inadvertently steer the youth away from the values of hard work and dedication that are essential for long-term success.

In this epoch of digital echoes, as characters and storytellers, let us wield our digital quills with intention, crafting narratives that resonate with authenticity, empathy, and a shared humanity.

Social media is a double-edged weapon, a tool that, when wielded with care, can cut through barriers, illuminate the world, and empower voices that were once silent.

It demands our vigilance, for its blade can also cut deep into the fabric of society, leaving scars that echo through time.

In this literary saga, let us script a story where technology and humanity coalesce, crafting a future where the young generation is not just influenced, but empowered to be architects of their own destinies.

WELCOME TO THE FUTURE

Classrooms of today will soon be extinct

So here comes the kid, wearing a VR headset who's back from a day of digging at an archaeological site.

There's the other kid, who has just learnt about the climate of the Jebel Jais by walking around a virtual projection of the mountain and its geological wonders.

Another group of kids are floating inside a zero-gravity zone in a Nasa-like space centre within a school ground. They are all wearing head-mounted screen displays.

A little later, post-lunch, they run between their interactive screens and 3D printers to learn to extrude their newly-learnt scientific theories and inventions.

WHAT'S GOING ON?

Welcome to the classrooms of the future.

The days when teachers stood at the head of the classroom, teaching students who merely sat there and tried to absorb the lessons and swallowed information in textbooks, have vanished.

We are looking 25 years into the future.

In 'classrooms', whiteboards and markers have been replaced with interactive screens and projectors and AI technology.

All these changes will help



develop learning experiences and also to engage students in a collaborative environment as they work together to harness the future for the betterment of all.

New learning and teaching methods such as 'project-based learning' and various hands-on assessments will be the order of the day — each method fashioned to adapt to individual students' abilities.

But as with all human attempts, there comes the inevitable disadvantages.

We should strive towards using more expansive and future-needs based teaching methods which honour the innovativeness of the indi-



MUZZAMMIL MAJEED

Grade 11,
New Indian Model School, Dubai

viduals — rather than simply viewing education as a one-size-fits all process.

It's much like a doctor who gives all his patients the same medicine.