



Work from Home or Work For Home?

Srinivasan Swamy, Chairman & Managing Director, R K SWAMY BBDO Pvt. Ltd. and IAA Chairman & World President.

I am penning this on middle of day-3 of the lockdown. Somehow time seems to fly and I haven't really been 'free'. Is this lockdown to 'work from home' or to 'work for home'? I finally found time to do things at home which I had always postponed! Is my wife happy with what has been done? Not really, because there is more to be done!

I asked my colleagues whether any of our client's had placed any serious demand on us and the answer was "no". So far, it looks like the companies have decided to

take a break along with our economy. And the only serious thing they probably did was to listen to the FM and the RBI Governor, yesterday and today.

I have had a few zoom/skype calls with a variety of people relating to our company, our economy and industry matters. But next week we will have more calls to review matters on what we need to do, to keep engaging with our clients. We should be proactively thinking about how to engage with their consumers and reduce their pain points even during the lockdown.

That apart we also intend to engage with one another to see what we can do to tighten our belts, to brace up to what looks like a grim year.

Stay Safe. Stay Connected.

“Srinivasan (Sundar) Swamy has been known as the "President on Steroids". Due to the virus, his family has the "novel" experience of having Sundar at home for an extended period of time. One sympathizes with his acute withdrawal symptoms arising out of not boarding an aircraft for three days.” Says Ramesh Narayan about Srinivasan Swamy
