

## POEM

### One Code

#### Swar Kranti\*

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Whatever be one's vocation  
The basics are same to champion  
We pride in multi-disciplines  
But they all share a common discipline.

Keep open spaces  
Physical-mental freedom sets right paces  
Whether designing interiors of a room  
Or drawing time-table for students to groom.

Know the timeline  
As changing contexts and generations determine  
Will venture be relevant few years hence  
Or account for product's disposal at commence.

Tell through story  
Not principles but story they'll carry  
Whether featuring a public service message  
Or conducting training for knowledge.

Know all facts  
Depth of the matter from all sides impacts  
Whether its a judge pronouncing verdict  
Or media reporting news of the district.

Have clear purpose  
It is a reference point continuous  
Whether scripting dialogue of a movie  
Or for setting up a Company hardy.

Keep it simple  
For attractiveness and reach ample  
Whether while designing a new logo  
Or writing new tax regime for inflow.

Get into their shoes  
Do justice to a character in trues  
Whether as dancer portraying a narrative  
Or in service for more customers active.

Give sensory experience  
Activate five senses of users' for abundance  
Even writing can evoke texture and smell  
As much as a retail store can tell.

Prototype quickly  
Pilot it, test it, enact early  
Whether making a scientific invention  
Or bringing social challenge a solution.

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