

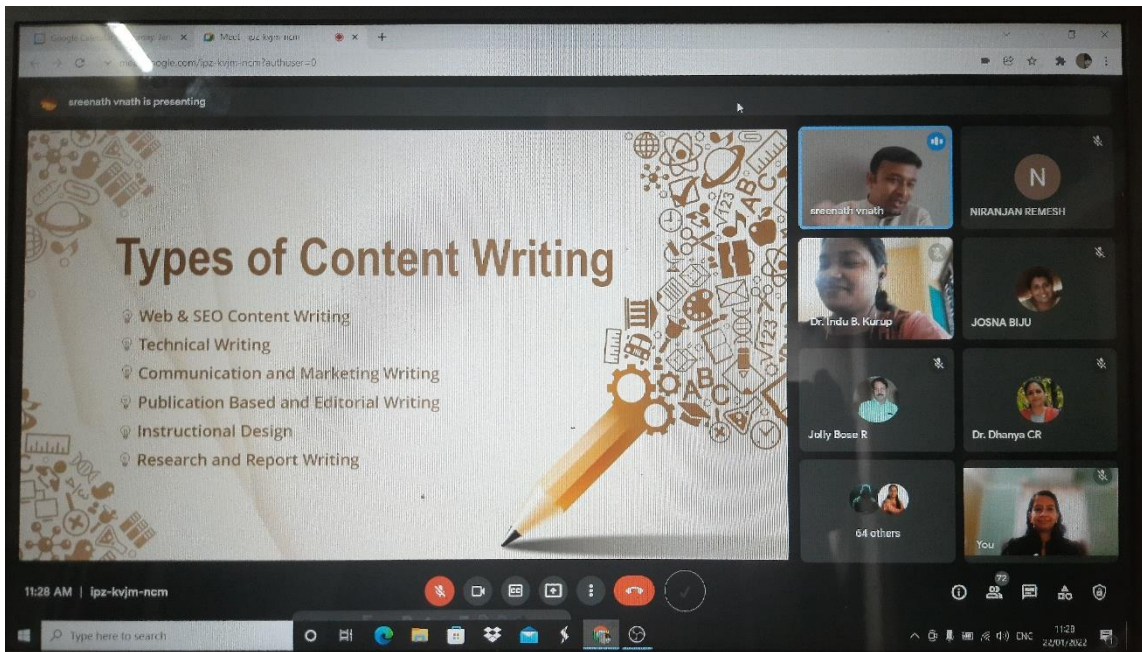
Webinar on “Content Writing”

Career Guidance & Placement Cell in collaboration with Department of English & IQAC of the college conducted a webinar on “Content Writing” on 22nd January, 2022 at 11.00 am via Google Meet platform. The link for the webinar was <https://meet.google.com/ipz-kvjm-ncm> and the live YOU Tube streaming was done through the link https://youtu.be/g_cAnXE78AM. The programme committee included Ms. Jaya A. S., Principal (Patron), Dr. Sabeen H. M., Head & Assistant Professor of Geology, (Coordinator, IQAC), Dr. Baiju S., Assistant Professor of Mathematics (Secretary, PTA), Dr. Jolly Bose, Head & Associate Professor of Physics (Convenor, NAAC Committee), Dr. Josna Rajan, Head & Assistant Professor of English, Ms. Parvathy V., Assistant Professor of English (Convenor, Career Guidance & Placement Cell), Dr. Indu B. Kurup, Guest Lecturer of English, Dr. Raghul Subin, Assistant Professor of Zoology (Member, Career Guidance & Placement Cell), Ms. Anjana V., Assistant Professor of Statistics (Member, Career Guidance & Placement Cell) and Ms. Sreeja S., Assistant Professor of Computer Science (Member, Career Guidance & Placement Cell). The resource person was Sri. Sreenath V. Nath, Content Writer, Scenarist and Advertising Professional. The webinar commenced at 11.00 am with the welcome speech of Dr. Josna Rajan, Head & Assistant Professor of English. Ms. Jaya A. S., Principal inaugurated the webinar and the felicitation addresses were delivered by Dr. Sabeen H. M., IQAC Coordinator, Dr. Baiju S., PTA Secretary, Dr. Jolly Bose (Convenor, NAAC Committee). Learning about content writing helps to acquire a unique, distinguishable tone and style for writing in social media, websites and print advertising. Content writing plays a pivotal role in the growth and success of any business enterprise in the contemporary era. This webinar attempts to create an awareness on the importance of acquiring skills in content writing in English and also enumerates the diverse career prospects associated with it in modern times. The talk was followed by an interactive session between the resource person and the students. The webinar ended with a formal vote of thanks by Ms. Parvathy V., (Convenor, Career Guidance & Placement Cell). 75 members that comprises of faculties and students participated in the webinar via Google meet platform and many others joined via the YouTube link provided.

About the resource person:

Sreenath V Nath is a Content writer, Scenarist and Advertising Professional who started his career as a Visual Effects Artist. Subsequently, he worked as a Creative Writer for Telefilms and Documentaries. After a three-year stint with Print and Visual Media, he joined Radio Mirchi of the Times of India Group. There he got an opportunity to ideate, write and present various radio programs and events. He also spearheaded the Radio Commercials and Jingles with his creative ideas and scripts. With a decade of experience in the creative industry, he started a creative agency to create content for Print, Audio, Visual and Digital Media. He has directed several Video Content and wrote around 500 Creative Advertisements across media. In 2021, Sreenath V Nath debuted as a screenwriter with Prithviraj Starrer Malayalam Movie, *Cold Case*. Sreenath, currently heads his own creative firm, Omlight Creative Studio, and is also a creative consultant for media brands like Gaana, ByteDance, etc. He keeps improvising and reshaping content according to the changing requirements in this fast-paced media space.

Screenshots of the Webinar



Brochure of the Webinar



Department of English
Government College, Kariavattom

In Collaboration with
Career Guidance and Placement Cell & IQAC
Conducts a webinar on
Content Writing

On Saturday, 22 January 2022
at 11.00 am

Platform: Google Meet

Google Meet link:
<https://meet.google.com/ipz-kvijm-ncm>



Resource Person:
Sri. Sreenath V Nath
Content Writer, Scenarist &
Advertising Professional

PROGRAMME COMMITTEE

Ms. Jaya A. S.
Principal (Patron)

Dr. Sabeen H. M.
Head & Assistant Professor
Department of Geology (Coordinator, IQAC)

Dr. Baiju S.
Assistant Professor
Department of Mathematics (Secretary, PTA)

Dr. Jolly Bose
Head & Associate Professor
Department of Physics (Convenor, NAAC Committee)

Dr. Josna Rajan
Head & Assistant Professor, Department of English

Ms. Parvathy V.
Assistant Professor of English
Convenor, Career Guidance & Placement Cell
(Coordinator of the Webinar)

Dr. Indu B. Kurup
Guest Lecturer of English

Dr. Raghul Subin
Assistant Professor of Zoology
(Member, Career Guidance & Placement Cell)

Ms. Anjana V.
Head & Assistant Professor, Department of Statistics
(Member, Career Guidance & Placement Cell)

Ms. Sreeja S.
Assistant Professor of Computer Science
(Member, Career Guidance & Placement Cell)

PROGRAMME

Welcome : **Dr. Josna Rajan**
(Head, Department of English)
Inauguration : **Ms. Jaya A. S.** (Principal)
Felicitation : **Dr. Sabeen H. M.** (Coordinator, IQAC)
Dr. Baiju S. (Secretary, PTA)
Dr. Jolly Bose (Convenor, NAAC Committee)
Talk : **Sri. Sreenath V Nath** (Content Writer,
Scenarist & Advertising Professional)
Vote of Thanks : **Ms. Parvathy V.** (Convenor, Career Guidance
& Placement Cell)

About the Programme

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About the Resource Person

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