



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

Students National Webinar on “Boosting the Career with Content Writing” 2021-2022

Title	STUDENTS NATIONAL WEBINAR- 2022
Date of Event(s)	04.02.2022
Department / Association	IQAC &Chaucer’s Academy-Department of English
Venue	Gsuit-Online Webinar
Number of Participants	
Target Audience	175

Resource Person(s) with qualification	Ms.Neha Singla
Books (if published)	

The Research Cell and department of English, St. Francis de Sales Collegecordially organized A National Webinar titled “**Boost your career with content writing**” at 3:30pm, on the 4th of February 2022.

Prof. Madhuramozhi welcomed the resource person Ms. Neha Singla, Principal Rev. Dr. Roy, Vice Principal Rev. Fr. Jijo Jose, Academic Coordinator,Head of the Department, Dr. Madhuramozhi of SFS College, participants from different colleges and all the students for the webinar. Prof. Francis Lopez invoked God’s Blessing over the session. The main objective of the webinar was to give focus on the Content writing and how it creates job opportunity to the students.



Electronics City P.O., Bengaluru - 560 100
Tel.: 080-27836065 / 27834611, Fax: 080-27832299, Email: principal@sfscollege.in
www.sfscollege.in



Dr Tharini read out the profile of the resource person as Ms. Neha Singla is one of the Top-rated documentation Specialist in Delhi/NCR. She works as a consultant content writer for various companies. During her career, she has written more than 3.5 million words and receives appreciation from her clients across the globe. She has experience in the writing industry for more than 13 years and successfully completed more than 970 projects during her career. Ms Neha Singla explained the differentiation in the aspect of strategic Vs Tactics and also the permanent challenges in creating effective content. She has discussed about the broader structure for creating content for social media and creating and promoting brands with strategic content. She took the example from the theory of the famous psychologist Maslow and his theory of human needs adapted to content strategy. It was an interactive session. Participants were asked to answer the questions in between the session. Participants also answered and gave their active participation in the session.

She elucidated the article writing template in a detailed manner which resulted that the participants from all over the parts of the country could get clear idea about the article writing. She cited some website address as well which would help the participants to get the wide range of details and exposure in content writing. She illustrated the job opportunities for the content writing job in USA in last seven years. Participants came to know the availability of job exposure for the same in wide range. She compared that there was only one job available for content writing in the year 2014-2015 and it has been increased gradually to 100 jobs in the year 2020-2021.

She explained the recent job scope as 19000 plus in USA presently and writing engaging and insightful editorial content always have a place in job market. She talked about the trainers' job for the career building which shine as an important strategy in the job market. She explained Graphic designing, programming trainers, soft skill trainers, career counsellor, content writing trainers are the designations which play a vital role to boost the career of an individual especially students from all programs.

She elucidated the types of content as well in a very interesting manner and also displayed the types as article writing, blog social media, book reviews, copy writing, landing pages, E-book writing, creative writing, user manuals, ghost writing, grant writing, E-book writing, press



releases, product reviews and descriptions, technical writing, SEO writing, resume writing, newsletter, magazine writing,

The students and faculty members from different colleges were highly benefited by the workshop. The day was wound up with a valedictory by Prof Umamaheswari, department of English, SFS College. The feedback form was shared in the chat box to receive the certificates to the participants. The Workshop was concluded at 5:45pm.

The Students National Webinar was successfully conducted by the department of English. The workshop was conducted and the initiative was taken by Dr. Maduramozhi the HOD of the department along with the Coordinator Francis Lopez and department members Prof. Archana, Prof. Umamaheswari, Dr. Noor Nigar and Dr. Tharini.



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved | Electronic City, Bengaluru - 100
Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING



Department of English
in association with Research Cell

Organizes
A National Webinar
on

BOOST YOUR CAREER WITH CONTENT WRITING

No
registration
Fee!

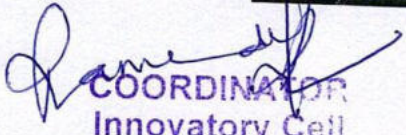
04 February 2022
3:30PM

Speaker: Ms. Neha Singla
Digital Content Writer
Chief Editor in Technical
Magazine *Communiqué*

[Click for Registration](#) (Before 3 Feb 2022)

For further queries: english.chaucers@sfscollege.in

[Click here to join the Session](#)



COORDINATOR
Innovatory Cell
St. Francis de Sales College
Bengaluru - 560100



PRINCIPAL
St. Francis de Sales College
Electronics City Post, Bangalore - 560 100

WhatsApp Web - Yahoo India Search - Meet - tqc-hqjk-ckk

meet.google.com/tqc-hqjk-ckk?pli=1

REC Dr. Dr. Madhramozhi V is presenting

Content Writing Career

Harishtha Shivakumar has left the meeting

4:09 PM | tqc-hqjk-ckk

Type here to search

WhatsApp Web - Yahoo India Search - Meet - tqc-hqjk-ckk

meet.google.com/tqc-hqjk-ckk?pli=1

REC 1 Dr. Dr. Madhramozhi V is presenting

Department of English
in association with Research Cell
Presents
A National Webinar
On
Boost Your Career with Content Writing
Speaker
Ms. Neha Singla

4:03 PM | tqc-hqjk-ckk

Type here to search



WhatsApp web - Yahoo India Search - WhatsApp - Meet - tqc-hcjk-ckk

meet.google.com/tqc-hcjk-ckk?pli=1

REC Dr. Dr. Madhuranamozhi V is presenting

4:00 PM | tqc-hcjk-ckk

Type here to search

WhatsApp web - Yahoo India Search - WhatsApp - Meet - tqc-hcjk-ckk

meet.google.com/tqc-hcjk-ckk?pli=1

REC LIVE Dr. Dr. Madhuranamozhi V is presenting

Content Writing Jobs In USA In Last 7 Years

Period	Jobs
2014-2015	1-2 Lakh - 1 Jobs For Content Writer
2016-2017	1-2 Lakh - 10 Jobs For Content Writer
2018-2019	1-2 Lakh - 60 Jobs For Content Writer
2020-2021	1-2 Lakh - 100 Jobs For Content Writer

4:14 PM | tqc-hcjk-ckk

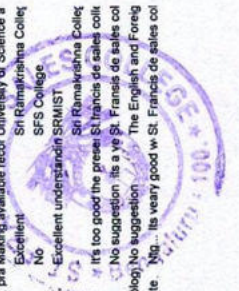
Type here to search

Ravindra

PRINCIPAL
 St. Francis de Sales College
 Electronics City Post, Bangalore - 560 111



gunas9374@gmail.com	Student	Good	Very good	Good	Excellent	Needs improvement	Very Good	Good	Good	Very Good	Good	Very Good	Yes	Yes	Nature	All	St Francis De sales col
jayachandran1109@gmail.com	Student	Excellent	Very good	Good	Very good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	Metaverse	Presentation	St francis business sch
totanokmddp@gmail.com	Student	Very good	Excellent	Very good	Excellent	Excellent	Excellent	Very Good	Very Good	Excellent	Very Good	Excellent	Yes	Yes	Poetry writing, becomil	Little long session and	Mahatma Gandhi Centi
khannuzbati12@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Good	Good	Excellent	Good	Excellent	Yes	Yes	Research methodology	All good	R C COLLEGE OF P
jayadev_3579@fscicol	Student	Good	Very good	Very good	Very good	Very good	Very good	Very good	Very good	Very good	Very good	Very good	Yes	Yes	AI	nothing i am satisfied	St Francis de sales col
jerinmas7@gmail.com	Student	Very good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	Any one as useful for	No	SFS college Bangalore
indialeeth_334@gmail.com	Student	Good	Very good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	Nothing	It's was good	St Francis de sales Col
sangapadaveoor@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Anything	Nothing	Maharani lakshmi amr
somnathmahato2012@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Graphic Designing	Engage more speaker	Khangarup College
wasemakram wa70@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Research paper Article	Thanks for everything	Mewar University
vanessa_3573@fscicol	Student	Good	Very good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	No suggestions	No suggestions	St Francis De Sales
srirampop@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Nothing	Nothing	SRM
ruchithagowda504@gmail.com	Student	Very good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	About careers	No	Sarah tucker college
jesukies2019@gmail.com	Student	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Marketing lequic	It was a good presents	SRM University
uneshchan0203@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	About career	No	Government arts and s
prathiksha_3036@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Digital marketing	It would be better if the	Maharani Lakshmi Amr
jeslovely1999@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Communication retho	No	Central college
sudhithan93@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Mnc	No suggestions	St Francis De Sales Cc
Munirajmun6374@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Innovative topics	Excellent	Annamalai university
nanditha_013@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Career planning	Nothing	Govt. College Khilchip.
gayathirani77@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Innovative topic	Excellent	Annamalai university
shivnathivaig@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Covered all topics	It was fab	St francis de sales col
impiana-029@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Any topic	No	Maharani lakshmi amr
ambodrav@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	ELT	No	St Francis de sales col
patelbhoomika59@gmail.com	Student	Good	Very good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	Review Writing	Good presentation	Dayananda Sagar Coll
chandana1515@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Social media and vidi	Overall superb	St Francis desales col
roshni-3553@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Improvement of leader	No	Sacred heart college at
mukeshgish@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	How to start content w	None	Vellore institute of tech
manupriya_3588@fscicol	Student	Good	Very good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	Not interested	Nothing	T John College
nalinprabhu2001@gmail.com	Student	Very good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	Marketing	Nil	SFS COLLEGE
mangandan.0912@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Cultural Studies	Screen sharing could t	SRM University Ramap
impiana777@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Crypto	More time for q and A	Impiana k
b_neelanjana@hotmail	Student	Good	Very good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	All the topics are valua	Thanks for organizing	Sacred Heart College
Sriitha_051@fscicol	Student	Good	Very good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	Research paper	No	Shiv Nadar university, (
hr7986@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	About career	No	NVPAS college
prabhu777@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Placement careers	No comments... satisfi	St Francis de sales col
devims@nucentral.e	Student	Good	Very good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	Digital marketing	Nothing	SFS COLLEGE
choudaranna@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Webinars	To write a lots of fashl	Maharani lakshmi amr
richadodiy05@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	No	No	St Francis de sales col
jeslovely1999@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Technology related	No	St Francis de sales col
hamsaveni_3543@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Anything that's importa	Nothing much	St Francis De Sales De
upaniha_002@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Content Writing	Make the webinars av	KLE Society's Degree (
hemamajula@gmail.com	Student	Good	Very good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Yes	Yes	Women's struggle	Hosting	St Francis de Sales Co
md7445@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	How to write a CV	To make it more intera	St Francis De Sales Cc
impiana_029@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	It should be attractive	No	Deshi Public School Na
sanjay_3571@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	DARK WEB	Nothing	ST FRANCIS DE SALE
namitha_3759@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Nothing	Nothing	Maharani lakshmi amr
anajunmap@kenaga	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Everything	V good keep it up	GFCC Malur
keethana_3547@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Academy Writing	Nothing	Mrs KSK College Beed
bbin_864@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	...	Nothing	SFS
harshajin1925@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Digital Humanities; pra	Making available recod	University of Science a
hosh664@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Plagiarism	Excellent	St Ramakrishna Collq
rr37184@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Surpicalistic	No	SFS College
ashwaryamohan_102@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Banking sector	Excellent understand	SRMIST
gurunprakash.sp@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	The proposal	It's too good the prese	St Ramakrishna Collq
kale044@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Related to subject	No suggestion its a v	St. Francis de sales col
bhoomika3008@fscicol	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Research Methodology	No suggestion	The English and Foreig
renersitha@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes	Related to corporate	Ng... its very good w	St. Francis de sales col
helanmichael@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes			
bhuvaneshwari_019@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes			
se0716@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes			
pryanika@ccrcs.ac.in	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes			
ashadhineeth43@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes			
brundanagiri1999@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes			
sharukahaman9@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes			
brundanagiri1999@gmail.com	Student	Excellent	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Yes	Yes			



[illegible]

