



# 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




No  
registration  
Fee!

Department of English  
in association with Research Cell

Organizes  
A National Webinar  
on

## BOOST YOUR CAREER WITH CONTENT WRITING

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)

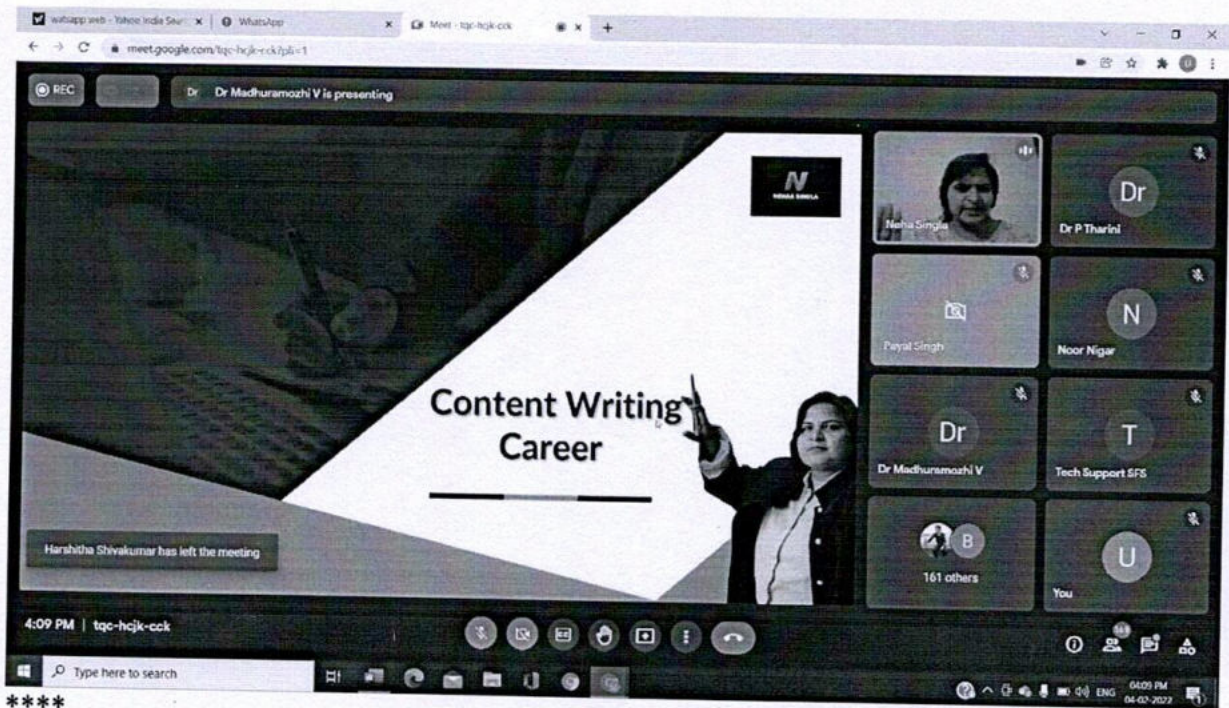
[Click here to join the Session](#)

For further queries: [english.chaucers@sfscollege.in](mailto:english.chaucers@sfscollege.in)

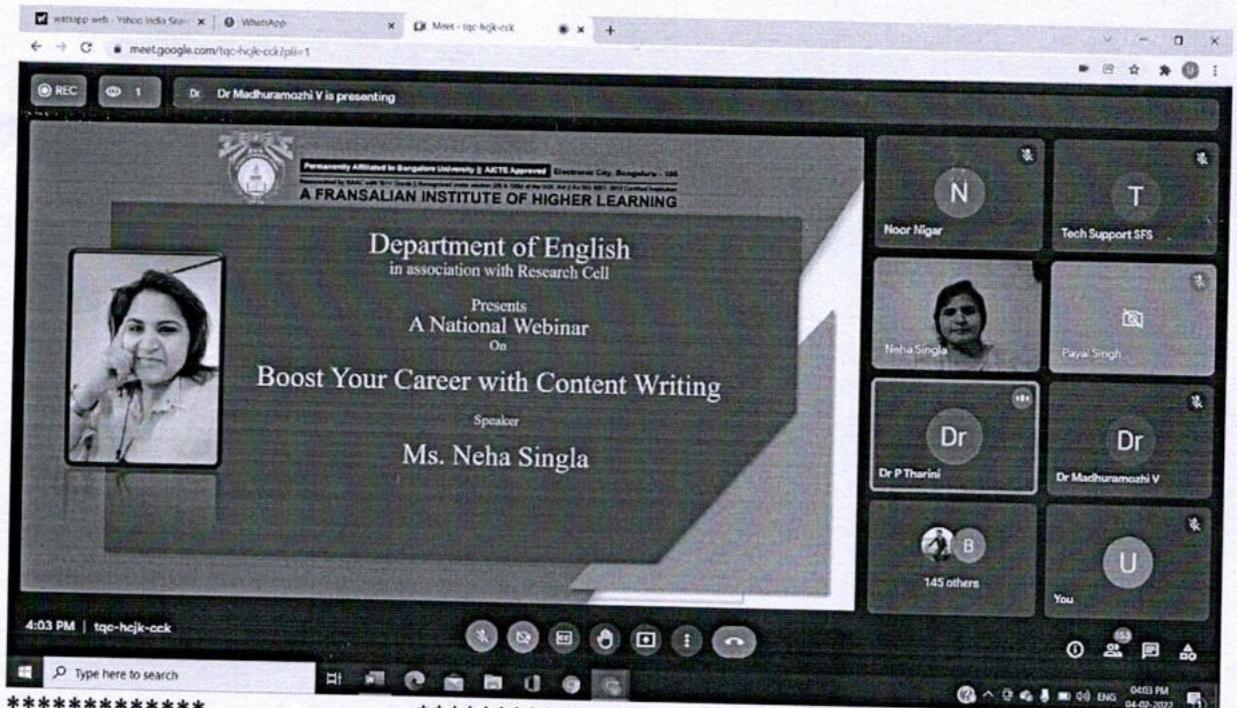
  
COORDINATOR  
Innovatory Cell  
St. Francis de Sales College  
Bengaluru - 560100

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





\*\*\*\*

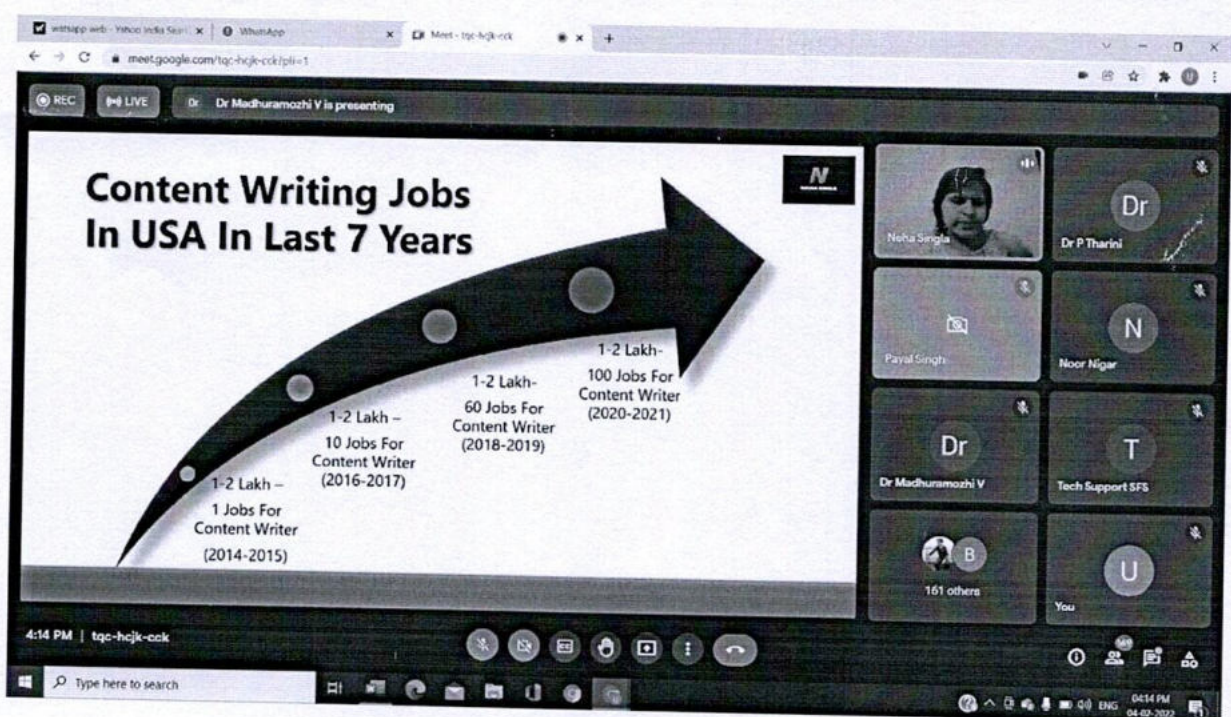
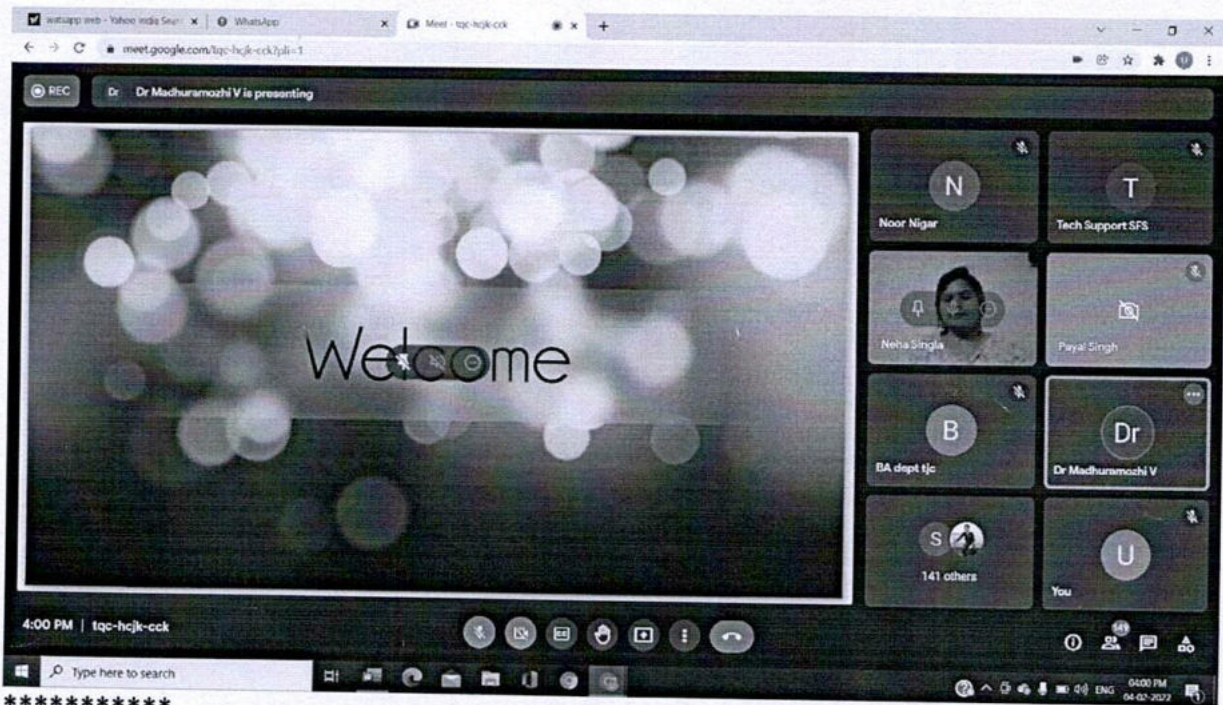


\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*





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















salmabegum2612@gmail.com	Faculty	Very good	Very good	Very Good	Yes	Yes	Relevant topics such as More speakers can be	University of Science a
aarthikar319@gmail.com	Faculty	Excellent	Excellent	Excellent	Yes	Yes	Online teaching and is Excellent webinar	Government Mata Shal
deepshikha_3567@shri.deeshikha	Student	Excellent	Excellent	Excellent	Yes	Yes	Related to software de Overall good no sugge	ST FRANCIS DE SALE
albinvimal@gmail.com	Student	Very good	Very good	Very Good	Yes	No	Morning session woulde	Loyola College, Chennai
ratubepari2008@gmail.com	Student	Very good	Very good	Very Good	Yes	No	Human resource manz	Kendhya Vidyalyaya Bal
parvathakumari326@gmail.com	Student	Excellent	Excellent	Excellent	Yes	No	Work place ethics	St Francis de sales coll
akashayachandran205@akashaya	Student	Excellent	Excellent	Excellent	Yes	Yes	It was more than enoua	Vivekyoti College, Jitta
timaray@gmail.com	Student	Very good	Very good	Very Good	Yes	Yes	No topics	St Francis de sales coll
aniktha_3587@sfscoll.ac.in	Student	Very good	Very good	Very Good	Yes	Yes	Seminar on unknown t	St Francis de sales coll
ashwin_3547@sfscoll.ac.in	Student	Excellent	Excellent	Excellent	Yes	Yes	Review writings ,blogs, Nothing	St Francis de sales coll
lavanya_3533@sfscoll.ac.in	Student	Very good	Very good	Very Good	Yes	Yes	Not specific now	Government First Grad
hari_3020@sfscoll.ac.in	Student	Very good	Very good	Very Good	Yes	Yes	Fashion and styling,De	St Francis de sales deg
nandamb2006@gmail.com	Faculty	Excellent	Excellent	Excellent	Yes	Yes	Forgetting	St Francis de sales coll
vinayaid713@gmail.com	Student	Very good	Very good	Very Good	Yes	Yes	About types of partim	St Francis de sales coll
geetha_3154@sfscoll.ac.in	Student	Very good	Very good	Very Good	Yes	Yes	Poem writing	Can conduct more auc
traniip@sfscoll.ac.in	Student	Excellent	Excellent	Excellent	Yes	Yes	Language and literat	University of Science a
p66aakia@gmail.com	Faculty	Very good	Very good	Very Good	Yes	Yes	It was good if it was o	St Francis de sales coll
rentala_3537@sfscoll.ac.in	Student	Very good	Very good	Very Good	Yes	Yes	About career	Sarah tucker college
thanuathree_3070@shri.thanuathree.p	Student	Very good	Very good	Very Good	Yes	Yes	More webinar will becc	Excellent sessions and
sangeethasowmyia4@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	Research methodology	Very informative and g
rashmithak731@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	Regarding a career in	The seminar could be, MLAC
anurag2022@gmail.com	Faculty	Very good	Very good	Very Good	Yes	Yes	Research methodology	It was a good conter
uhacrt@gmail.com	Faculty	Very good	Very good	Very Good	Yes	Yes	Any topics which is us	Nothing
chalbhavi11@gmail.com	Student	Very good	Very good	Very Good	Yes	Yes	about crypto currency	no
issopikil@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	Start-ups and its fundi	Nothing
poosipoo974@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	Green studies	Good attempt
manoja_035@sfscoll.ac.in	Student	Good	Good	Very Good	Yes	Yes	On communicative str	Good
sagarikadas027@gmail.com	Faculty	Good	Good	Very Good	Yes	Yes	Digital Marketing and c	It's a wonderful ventur
stanmyranda45@gmail.com	Faculty	Good	Good	Very Good	Yes	Yes	Career planning	Nothing session was p
angelsob@gmail.com	Faculty	Excellent	Excellent	Excellent	Yes	Yes	All are good topic only	Try to attract more stu
lavanyala2110@gmail.com	Student	Very good	Very good	Very Good	Yes	Yes	About women empow	No suggestions
de32411@gmail.com	Student	Very good	Very good	Very Good	Yes	Yes	designing of newkette	good
sharath_3047@gmail.com	Student	Good	Good	Very Good	Yes	Yes	About steps involved i	Nothing.. Its good
bhavanashreev@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	Other interest topics i	No
sharanv2@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	Offered and interesting	No. It was nice
pustpalathans7599@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	General	Nothing
mutu6893@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	Kezhen and Process	Ir Good
tushara_3266@sfscoll.ac.in	Student	Good	Good	Very Good	Yes	Yes	Interview skills	Very good
drogripnanath@gmail.com	Faculty	Good	Good	Very Good	Yes	Yes	Role in Higher Educati	Keep conduct webinar
suganyashidu2011@gmail.com	Faculty	Excellent	Excellent	Excellent	Yes	Yes	how to write an abtra	very good
javadmosavi8@gmail.com	Faculty	Very good	Very good	Very Good	Yes	Yes	Analytical chemistry	No suggestions
baharusair@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	Kannada and English I	To make a more intere
sankalpar_009@sfscoll.ac.in	Student	Good	Good	Very Good	Yes	Yes	Artificial intelligence	Nothing
priyaredy0421@gmail.com	Student	Very good	Very good	Very Good	Yes	Yes	NI	No
likitha_3550@sfscoll.ac.in	Student	Good	Good	Very Good	Yes	Yes	Content writing	No suggestions
swathi_3054@sfscoll.ac.in	Student	Very good	Very good	Very Good	Yes	Yes	Online marketing, ente	Pis exp briefly
Shreyavenkat0204@gmail.com	Student	Needs improvement	Needs improvement	Needs Improvement	Yes	Yes	Anything	Nothing
keerthika192@gmail.com	Student	Very good	Very good	Very Good	Yes	Yes	About environments o	There is no suggestion
swarnagowrisun916@gmail.com	Student	Very good	Very good	Very Good	Yes	Yes	About computer uses	Nitig
vaishnavisagaral0254@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	Soft skills, digital mark	Needs improvement o
pradheepamaisam205@gmail.com	Student	Good	Good	Very Good	Yes	Yes	Career	Everything was good!
pragnya_018@sfscoll.ac.in	Student	Very good	Very good	Very Good	Yes	Yes	Data analysis	The session was realy
ranulim@gmail.com	Faculty	Good	Good	Very Good	Yes	Yes	crypto currency	nothing
manoja_035@sfscoll.ac.in	Student	Excellent	Excellent	Excellent	Yes	Yes	Writing research artic	Thanks for everything
wasemakram.wa70@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	We would like to have	Bringing up electric ve
wenoy_3059@sfscoll.ac.in	Student	Very good	Very good	Very Good	Yes	Yes	Topics on introduction,	I personally feel, i
ssaligram2@gmail.com	Student	Needs improvement	Needs improvement	Needs Improvement	Yes	Yes	Enterprunship, online	Exp briefly
Shreyavenkat0204@gmail.com	Student	Good	Good	Very Good	Yes	Yes	I welcome all topics	No
lankeshav@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes	Research writing	It was good
bankalbaraz29@gmail.com	Student	Good	Good	Very Good	Yes	Yes	Any	NA
temy948@gmail.com	Faculty	Excellent	Excellent	Excellent	Yes	Yes		
payalbhatterjain@gmail.com	Student	Excellent	Excellent	Excellent	Yes	Yes		