



SREE AYYAPPA COLLEGE FOR WOMEN

CHUNKANKADAI, NAGERCOIL

(Re-accredited with A Grade by NAAC (4th Cycle))

DEPARTMENT OF ENGLISH & RESEARCH CENTRE

REPORT OF THE PROGRAMMES CONDUCTED BY THE
DEPARTMENT OF ENGLISH DURING THE ACADEMIC
YEAR 2024-2025

Name of the Activity: Inauguration of Literati English Literary Association

Resource Person: Dr V. Asha Kumari, Assistant Professor of English and Research Guide,
Muslim Arts College,

Date and Duration : 20/08/2024, two hours

Number of Participants : 180

Objective of the Programme: To develop leadership qualities, communication and teamwork skills, pairing students with experienced faculty and professionals

Outcome of the Programme: Enhance students proper training for professional growth and lifelong motivation

Organising Secretaries : Dr. A.R.Savitha and Dr. N.U.Lekshmi



Sree Ayyappa College for Women
Reaccredited with B Grade by Naac

Department of English



**INAUGURATION OF LITERATI
ENGLISH LITERARY ASSOCIATION**

Dr V. Asha Kumari
Assistant Professor and Research Guide
Muslim Arts College



**August 20, 2024
10 am
Auditorium**



Faculty and
Students of the
Department of
English invite you
all to grace the
spectacular event

Principal Dr V. R. Anjana	Faculty Advisors Dr A. R. Savitha, Asso. Prof, HoD Dr N. U. Lekshmi Asso. Prof	President Ms K. Sneha II MA	Vice President Ms G. M. Resmi II MA
Secretary Ms S. P. Athira III BA	Joint Secretary Ms B. Harshini II BA	Magazine Editor Ms. G. Aparna Gopan II MA	Executive Committee Ms Dharshini S. P. II MA Ms V. S. Dhanyasree I MA Ms A. Jolin III BA Ms Sneha S. II BA Ms Athira S. M I BA



Name of the Activity: One Day Workshop – Unlock Your Potential: A Skill-Oriented Learning

Resource Person: Mr. M. S. Valsan, Zone Trainer, JCI Disney Institute

Mr. G. Navaneetha Krishnan, Marketing Executive, Standout Clubs

Date and Duration : 22/08/2024

Number of Participants : 75

Objective of the Programme: To equip participants with practical, hands-on skills that can be directly applied in their professional or academic pursuits. Help participants understand how theoretical concepts can be applied in real-world situations through demonstrations, activities, and case studies.

Outcome of the Programme:

Acquired Practical Skills, Improved Competence, Problem-Solving Ability,
Motivation for Lifelong Learning
Organising Secretaries : Dr. C. Lakshmi Prasad, Dr. L. Dhowmya, Ms. Deepthy Chandran L,
Dr. S. Sreelatha



  **SREE AYYAPPA COLLEGE FOR WOMEN**
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The Department of English and Centre for Research
in collaboration with Standout Clubs & JCI Disney Institute

organise
One Day Workshop
on
Unlock Your Potential: A Skill-Oriented Learning

 **August 22, 2024**

Resource Persons

Mr. M.S.Valsan
Zone Trainer, JCI
Disney Institute

Mr. G.NAVANEETHA KRISHNAN
Marketing Executive
Standout Clubs

skills

Principal	Convenors	Organising Secretaries	Organising Committee
Dr.V.R.Anjana	Dr. Savitha A.R, Asso.Prof , HOD Dr.N.U.Lekshmi , Asso. Prof.	Dr.C.Lakshmi Prasad Dr.L.Dhowmya Mrs.Deepthy Chandran L Dr. S.Sreelatha	Dr. R. Janatha Kumari Dr. Deepa Nair Dr Sheeba S. Nair Mrs.J S.DivyaSree Dr B Sajeetha Mrs.V.P. Prasaja Mrs.Sreethi Krishna J



Name of the Activity: One Day Workshop – Health Checkup

Sponsored by KIMS Hospital

Nagercoil.

Guest: Mr. Ebin Nelson
Assistant Manager
KIMS Hospital Name, Nagercoil

Date : 23/01/2025

Number of Participants : 84

Objective of the Programme: To provide comprehensive health assessment to students, faculty, and other non-teaching staff members. Educate the campus community on maintaining good health practices and lifestyle choices. Encourage regular health check-ups as part of a preventive approach to well-being.

Outcome of the Programme: Identified health concerns such as high/low blood pressure, diabetes or nutritional deficiencies. Participants became aware of potential health hazards due to lifestyle choices. Encouraged to undertake regular health check-ups fostering health consciousness.

Organising Committee: Department of English



Name of the Activity: Read More Speak Better
Lecture Series

Resource Person: Aslin Stepha S.S
PG Extension center, MSU
Nagercoil.

Date and Duration : 27/01/'25, 28/01/'25, 29/01/'25, 01/02/'25, 4 hours

Number of Participants : 74

Objective of the Programme:

To illustrate key concepts of reading to students. Motivate them to think critically and develop communication skills through discussion. Expose them to different writing styles, vocabulary and communication techniques.

Outcome of the Programme:

Facilitated knowledge transfer from the resource person. Promoted community engagement, collaboration and a sense of social responsibility. Improved focus, concentration and mental discipline through reading practices.

Organising Committee: Department of English



Name of the Activity : Interaction with Mr. Kannan Sundaram

Resource Person : Mr. Kannan Sundaram
Managing Director
Kalachuvadu Publications
Nagercoil.

Date : 05-03-2025

Number of Participants : 180

Objective of the programme:

Raising awareness regarding the importance of translation and publishing. Creating a space for effective dialogue on the publishing industry and scope for employment opportunities in the publishing world. Interaction between the publisher and the students on the the skill required to acquire employment in the industry and its related services.

Outcome of the programme:

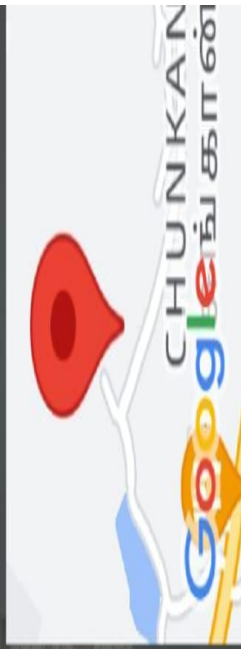
Students learned about opportunities available in publishing and film industry and other allied service providing frameworks. They learned about creative writing, editing and the importance of translation in understanding their cultures and their lifestyle

Associated activity:

Distribution of merit certificates to students who cleared the UGC-NET examination held in the academic period from 2023-2025 May and also in the national level adventure camp, organised by NSS in Manali, Himachalpradesh in Nov 2024. Mr. Kannan Sundaram also provided 50 books to the students who were engaged in the interaction with him.

Organising Secretaries : Dr. Deepa Nair and Dr. S.Sreelatha





Tamil Nadu, India

Chunkankadai, Nagercoil, Tamil Nadu

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5 March 2025 11:16:15

Name of the Activity : Signing of MoU with Kalachuvadu Publications

Resource Persons: Mr Aravindan

Kalachuvadu Publications Ltd.

Dr. V.R. Anjana, the Principal

Sree Ayyappa College for Women

Chunkankadai.

Dr. A.R. Savitha,

Head Department of English

Date: 25-03-2025

Objective of the Programme:

To establish a partnership with Kalachuvadu Publications for an Add-on Course on Bookmaking .Define roles and responsibilities of both institutions. Building trust and commitment.

Outcome of the Programme: To promote collaboration and create an effective learning environment for the enrolled students. To equip the students job opportunities in publishing sector

Organising Secretaries : Dr Deepa Nair and Dr. S.Sreelatha

Organising Committee: Department of English



Name of the Activity: One day Field Visit to Kalachuvadu Publications

Date : 21-04-2025

No. of Participants: 20

Objective of the Programme:

To gain insight into the various stages of book publishing, from manuscript selection to distribution. To observe and learn about the day to day activities of a publication firm, including, design, production and marketing. To meet professionals in the publishing industry, including authors, editors, and designers.

Outcome of the Programme:

Students gained a deeper understanding of the publishing process and industry operations. They acquired hands on experience in various aspects of publishing. They gained insight about job opportunities in publishing sector. Met the Tamil writers, Aa. Ka Perumal and Senthooran





STUDENT ENTREPRENEURSHIP

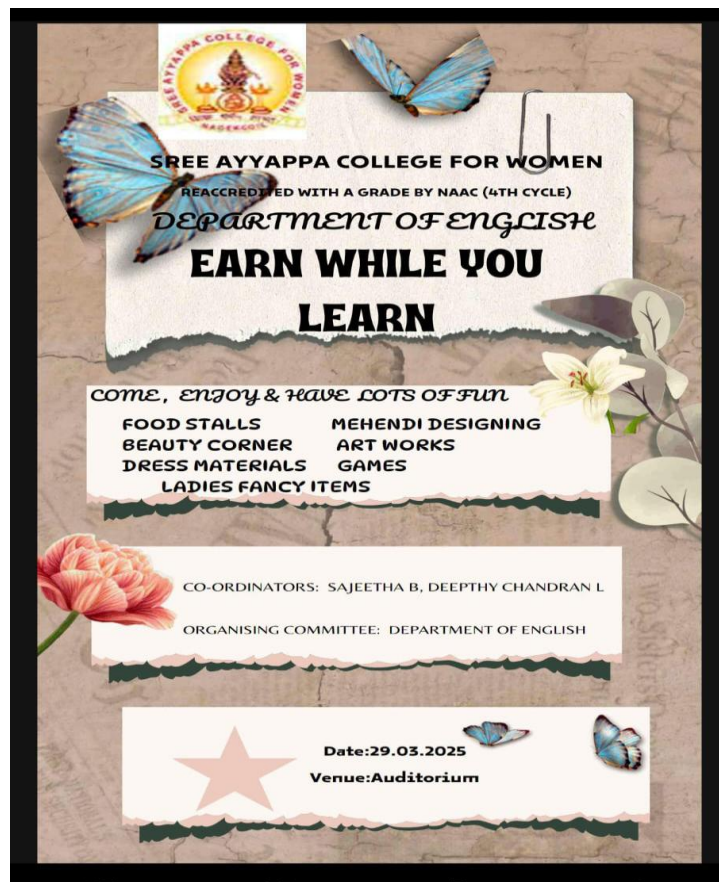
Name of the activity: Earn While You Learn

Date: 29-03-2025

Venue: Auditorium

Objective of the Programme: To encourage entrepreneurial spirit, creativity, and collaboration among students by providing a platform to sell self-made or curated products, while fostering fun and unity within the department.

Outcome of the Programme: Students gained practical experience in planning, teamwork, and customer interaction. The event strengthened bonds among peers and staff while enhancing confidence and self-expression through creative stalls and Activities



Minutes of the Programme:

The Department of English organised an engaging programme titled “**Earn While You Learn**” on 29th March 2025 at 10:00 AM in the college auditorium. The programme was inaugurated by the Principal, Dr. V.R. Anjana, in the presence of staff and students. Her motivating words set a positive and enthusiastic tone for the event. The event was coordinated by Ms. Sajeetha B and Ms. Deepthy Chandran L, the Organising Committee of the Department of English. Their efficient planning and supervision ensured the success of the event. Various stalls were set up by the students, including:

- Food Stalls
- Drinks and Fruits
- Sweets and Deserts
- Mehendi Designing
- Beauty Corner
- Dress Materials
- Ladies Fancy Items
- Art Works

Games and Fun Activities: The students displayed their creativity, teamwork, and entrepreneurial skills through a wide range of products and services. The event drew enthusiastic participation and appreciation from faculty and students across the campus. One of the most exciting and crowd-pulling attractions was the Ghost House, which thrilled the visitors and added a spooky twist to the event. The interactive, colourful atmosphere not only

provided a memorable day of fun but also instilled a sense of responsibility, collaboration, and self-confidence among all participants.





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Name of the activity: **Orientation Session on Content Writing** for Final-year PG English Students

Resource person details: Ms. Nageswari, Content Writer, Feather Softwares, Nagercoil

Date & Duration: 8/8/2024, 1 day

Number of participants: 34

Objectives of programme:

- To provide an orientation on Content Writing as a career option
- To develop the writing skill in students
- To motivate students to take up content writing as a career

Outcome of programme:

The resource person from Feather Softwares, Nagercoil addressed the students on Content Writing as a career option. She also talked about the significance of this area in current professional world. She cleared the doubts of the students related to content writing and gave a new direction to them.

Photos of programme (4 no.s):



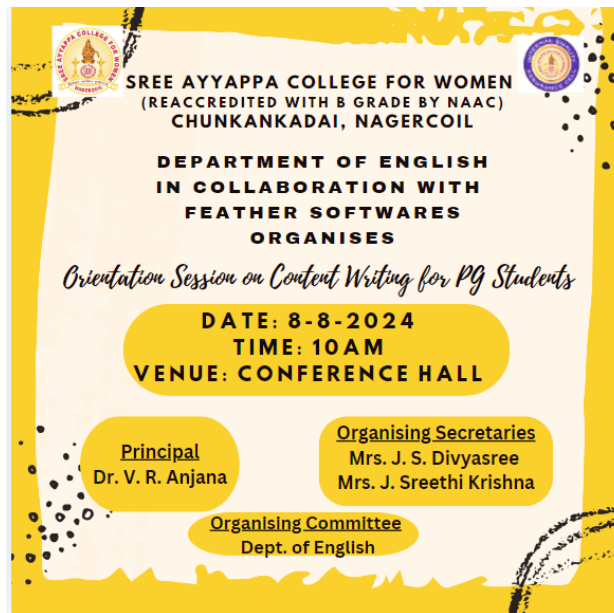


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Brochure of the programme:



Name of the organising committee: Mrs. J. S. Divyasree & Mrs. J. Sreethi Krishna

Assistant Professors, Department of English



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Name of the activity: **Internship on Content Writing for Final-year PG English Students**

Resource person details: Feather Softwares, Nagercoil

Date & Duration: 17/8/2024 till October 2024; 30 hours

Number of participants: 34

Objectives of programme:

- To understand the content creation process, from brainstorming to final publication
- To learn how content writing integrates with digital marketing strategies, including SEO and audience targeting
- To enhance the writing skills by creating a variety of content types, such as blog, posts, articles, and social media updates
- To gain practical experience in using content management systems (CMS) and editing tools
- To understand the structure and functioning of a content development team in a professional setting

Outcome of programme:

- Students developed strong writing skills for various types of content, such as blogs, articles, posters, and copywriting
- They gained proficiency in SEO tools like SEMrush, Ubersuggest, Google Trends, Ahrefs, Zerogtp, and Smart SEO
- They started using editing tools like Grammarly to refine and enhance content accuracy and engagement
- Stays updated with industry trends by exploring new tools and techniques
- They gained valuable skills and knowledge for academic and professional growth
- Equipped them to handle the demands of content creation and digital communication confidently

Name of the organising committee: Mrs. J. S. Divyasree & Mrs. J. Sreethi Krishna
Assistant Professors, Department of English

Photos of programme:



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Content Writing internship

WELCOMING PG ENGLISH STUDENTS

FROM

SREE AYYAPPA COLLEGE FOR WOMEN



Starts on Saturday |
17th August 2024

📍 Nagercoil, Marthandam branches




www.feathersoftware.com

Brochure of the programme: