

2022-2023

NEWSLETTER

CENTRE FOR WRITING & COMMUNICATION (CWC)

CWC

The inception of CWC at SNIST is driven by a resolute commitment to champion the perpetual growth and refinement of students in the domains of eloquent composition and oratory prowess. Our mission revolves around the cultivation of communication par excellence, steadfastly anchored in the pillars of collaboration, innovation, and unwavering responsibility.

NEWSLETTER

CENTRE FOR WRITING & COMMUNICATION(CWC)

"Communication is a skill that you can learn. It's like riding a bicycle or typing. If you're willing to work at it, you can rapidly improve the quality of every part of your life."

- Brian Tracy



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TECHNOLOGY



Our Aim

In the realm of engineering, where innovation and precision are paramount, the mastery of communication skills stands as an indispensable pillar of success. Engineering marvels may take shape within laboratories and on drawing boards, but their true impact is etched in the language of effective communication. Engineering students who harness the power of eloquence, technical writing, and the art of conveying complex ideas succinctly unlock a gateway to limitless possibilities. Their ideas, designs, and innovations transcend the boundaries of the workshop and the laboratory, reaching the world at large.

By honing their communication skills, engineering students become not only the builders of bridges, but also the builders of bridges between knowledge and application, science and society, and invention and the wider world. They become architects of the future, shaping a world where technological progress is matched by the eloquence to articulate its significance, fostering a synergy between innovation and understanding. CWC is dedicated to empowering students by curating workshops and hosting a myriad of events aimed at resolving their challenges related to fluency and pronunciation in the English language.

Message from the CEO



Mr. Abhijit Rao Katikaneni

It is with great pleasure that I extend my heartfelt congratulations to each and every one of you at the Centre for Writing and Communication Wing on the successful release of this year's annual newsletter.

Your unwavering commitment to shaping futures and fostering success through effective communication and refined soft skills has been the cornerstone of our success. The impact of your workshops and sessions, particularly in preparing students for interviews and placements, is evident in their achievements. Your work not only enriches the educational experience for our students but also enhances the overall reputation of our college.

Looking ahead, my fervent wish is to see our students continue to soar, armed with enhanced communication skills, unwavering confidence, and a suite of soft skills that set them apart personally and professionally.

May the coming year bring even more opportunities for growth, learning, and success.

Best Regards,

Abhijit Rao Katikaneni

Message from the Director



Prof. C.V. Tomy

Congratulations to the CWC (Centre for Writing and Communication) team for successfully launching its very first newsletter of the academic year 2022-23. CWC has been conceived with a vision to impart training for the Engineering students in English so that they will become self-sufficient in presenting themselves to the outside world in communication and comprehension. The language training and workshops conducted by the CWC have proven this aspect beyond any doubt in a short span of time. It has always been a pleasure for me to be a part of CWC's activities since its inception.

The CWC newsletter is not just a compilation of words and images. It showcases the impact of empowering individuals to articulate their thoughts and ideas with clarity and confidence. I congratulate the whole CWC team for their efforts and wish them good luck for all their future endeavours.

Best Wishes,

Prof. C.V. Tomy

Message from the **Principal**



Dr. T. Ch. Siva Reddy

In today's corporate landscape, where multinational companies increasingly adopt English as the common language, being adept in English is not just beneficial but essential for academic success and future career opportunities. Recognizing this importance, our institution's visionary CEO, Mr. Abhijit, spearheaded the establishment of CWC. The goal is to empower our engineering students with comprehensive language skills, enabling them to stand out as proud representatives of Sreenidhi wherever their aspirations lead them. As the college's principal, I wholeheartedly endorse this initiative, understanding its significance in preparing our students for the challenges of a globalized world. In collaboration with the All India Council for Technical Education (AICTE), CWC has successfully organized workshops that have not only inspired students but also prompted the department to explore additional initiatives for both students and faculty. The active cooperation and participation of both students and faculty in these endeavours are commendable.

Buoyed by the positive feedback, CWC, in collaboration with the Department of English, continues its efforts to equip our students particularly by offering Oral Communication Lab sessions which is a part of our syllabus. I extend my best wishes to the CWC team and offer my unwavering support as they continue to play a pivotal role in shaping the academic and professional success of our students.

Regards,

Dr. T. Ch. Siva Reddy

Message from the **Head, CWC**



Dr. Seeja N.P.

The CWC, the brainchild of our CEO, Mr. Abhijit Rao, was established in 2021, with an idea of empowering the Sreenidhians with effective Communication Skills. I feel privileged to be heading the Centre. It has been both a thrilling and an educative journey for me, as a lead of the team. Last academic year, CWC took to its wings, with a team of five and started leaving its mark at several stages of its flight. The team successfully initiated and run training programs and workshops, in line with the motto of the Centre. We have also conducted competitions and one-on-one counselling sessions for students. With its small team of five, the CWC could carve an amazing beginning to what we believe would be a memorable and inspiring journey.

My heartfelt gratitude to the management, especially the CEO Mr. Abhijit Rao, for being the backbone support to the Centre. Also my sincere thanks to our Director Prof. C.V. Tomy, for being a constant source of support and guidance. Both the Director and the CEO stood by us, helping us sail through the teething stage. My thanks also go to the Principal, Prof. T. Ch. Siva Reddy, for his expert advice and also for giving us the opportunity to kick-start our training programs, with the AICTE sponsored workshops. Kudos to my team, for putting their best foot forward in every endeavour. We are looking forward to becoming one of the best initiatives at SNIST.

Warm Regards,

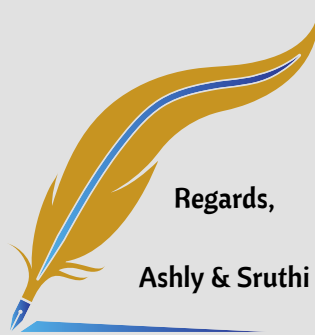
Dr. Seeja N P

From the Editors' Desk



Dear Readers,

We are delighted to announce the publication of our newsletter, which serves as a comprehensive compilation of the noteworthy events organized by the Centre for Writing and Communication (CWC) throughout the academic year 2022-23. It is with immense pleasure that we present to you this display of literary endeavours, and the dynamic array of language-related activities that have enriched our academic community. We trust that this newsletter aptly mirrors the ethos of learning, development, and refinement of communication skills that epitomize CWC's dedication to training and education. We extend our sincere gratitude to the CEO, Director, Principal, and Heads of the departments for their unwavering support and encouragement. We sincerely thank you for being an integral part of our journey, and eagerly anticipate your continued support as we embark on new frontiers of language and expression.



Regards,

Ashly & Sruthi

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Dr. N.P. Seeja , Head



**Ms. Ashly Shams E
(Trainer)**



**Ms. Sruthi Mohan
(Trainer)**



**Ms. Saritha D Xavier
(Trainer)**



**Ms. Jessica Y
(Trainer)**



**Mr. Rajesh Y
(Trainer)**



**Ms. Pranavi N.C.
(Tech Support)**

Five-Day Workshop for II Year B. Tech. SC/ST students

APRIL 22-27, 2022

CWC organized a five-day workshop titled “Enhancing English Communication Skills” with the aim of refining students' communication abilities and nurturing their overall personality development. This was an AICTE funded event conducted as part of 'Skills and Personality Development' Programme. Approximately 150 students participated enthusiastically in this programme which commenced on April 22, 2022. The inaugural session featured insightful keynote addresses by the Director of Sreenidhi Institute of Science and Technology, Prof. C.V. Tomy, and the Principal, Prof. T. Ch. Siva Reddy, who also served as the Chief Program Coordinator for the event. Both the luminaries emphasized the contemporary relevance of such workshops, underlining the increasing importance of robust communication skills for a prosperous career in today's competitive landscape.





Workshop Highlights



Five-Day Workshop for I Year B. Tech. SC/ST students

MAY 16-20, 2022



As a valuable addition to its diverse array of initiatives and programmes aimed at enriching student capabilities, CWC orchestrated a five-day workshop titled “Improving Communication Skills in English”. This was also an AICTE funded programme. The workshop was designed to elevate students’ communication proficiency while also refining their overall personality. The five-day event was carefully curated to offer interactive and educational sessions covering various facets of communication skills. This hands-on, activity-based workshop was strategically structured to provide students with practical insights into the fundamentals of effective communication, along with valuable self-improvement tips for further enhancing their communicative abilities.







Invited Lecture



APRIL 23, 2022

CWC facilitated a thought-provoking lecture on the profound subject of “The Three Cs of Life” delivered by the venerable Mr. Raghu Degala. The lecture transcended the boundaries of a conventional discourse; it was nothing short of an inspirational odyssey. In the presence of an engaged audience, Mr. Degala, with his erudite and philosophical approach, left an indelible mark on the minds and hearts of our students.

His narrative transcended mere words; it was an intimate reflection on the peaks and valleys he traversed in the journey of his life. With unwavering zeal and authenticity, he shared the wisdom garnered through his experiences. It was a symphony of inspiration and enlightenment, igniting a profound motivation within our students.





The English Wizard Competitions



JUNE 27, 2022

Literary competitions were conducted, providing students with a platform to uncover their inherent literary talents and gauge their proficiency in the English language. The events encompassed activities such as “Volte Face”, “The Talking Titans”, “Flash Fiction”, “Best in English” and “Let’s get Quizzical”, fostering both enjoyment and valuable learning experiences among the students. The prize winners were awarded Rs. 2000/-, Rs. 1000/- and Rs. 500/- for first, second and the third prizes, respectively.





WINNERS



II B.Tech. Winners

EVENT: BEST IN ENGLISH

I Prize: Sayapuri Vedashree (CSE C)

II Prize: Jyothirmai (IT D)

III Prize: D. Sai Kumar (EEE B)

EVENT: LET'S GET QUIZZICAL

I Prize: Sayapuri Vedashree (CSE C)

II Prize: Bhoomika Dubba (CSE D)

III Prize: R Taroon (IT C)

EVENT: VOLTE FACE

I Prize: E. Vijaya Laxmi (EEE B) &
S. Akhil (IT C)

II Prize: E Manoj Kumar (IT C)

III Prize: G Chakravarthi (EEE B)

EVENT: THE TALKING TITAN

I Prize: S. Akhil (IT C)

II Prize: C H Srinath (Mech C)

III Prize: Archana V (IT D)

EVENT: FLASH FICTION

I Prize: S Vedashree (CSE C)

II Prize: E Vijaylaxmi (EEE B)

III Prize: Baliga Navya (Mech C)

I B.Tech. Winners

EVENT: BEST IN ENGLISH

I Prize: V Venkatesh (DS A)

II Prize: G Yashwanth Singh (EEE A)

III Prize: Dharavath Nikhil (EEE A)

EVENT: LET'S GET QUIZZICAL

I Prize: A Harideep (ECE F)

II Prize: M Srikanth (ECE E)

III Prize: A Sai Venkat (ECE E)

EVENT: VOLTE FACE

I Prize: B DilipKumar (ECE G)

II Prize: K Sreevidya (ECE G)

III Prize: Srikanth (ECE F)

EVENT: THE TALKING TITAN

I Prize: A.Madhulika (CSE D)

II Prize: P. Navya sree (CSE A)

III Prize: B. Rohith Kumar (ECM B)



Three-Day Pre-Placement Training for MBA students

FEBRUARY 25-28, 2022

A comprehensive three-day training programme was conducted for MBA students for building an array of vital skills including communication, confidence, email etiquette, self-introduction, group discussion, and interview techniques. The initiative garnered active participation from 33 enthusiastic students. The programme was an unequivocal triumph, setting our students on the path to success.



Special Help Sessions for I Year B.Tech. Students

JUNE - AUGUST 2022

CWC offered Special Help Sessions for the first-year students, focusing on improving their communication skills, particularly addressing their stage fright. Special attention was given to students from Telugu medium background. CWC trainers with their unique approaches addressed the insecurities and doubts, emphasizing topics relevant to interview preparation and job-specific skills. Activity-based soft skills training was also imparted. There were 102 students who reaped the benefits of these sessions held throughout the semester.



Special Help Sessions for II year B.Tech. Lateral Entry Students

NOVEMBER 2022-MARCH 2023



CWC provided enriching special help sessions for the second year first semester lateral entry students, aiming to refine their communication skills and foster mastery of the English language. A primary focus was placed on revisiting the essential first-year topics, with special attention directed toward students seeking to overcome their apprehension in English communication. Emphasis was placed on topics geared towards enhancing the placement prospects, specifically for the success in interviews. Encouraging student involvement, they were granted the freedom to express their needs and suggest topics to facilitate better comprehension. These sessions attracted an enrollment of 204 students.



Poster Campaign for Language Enrichment



New Year Resolution @ 2023

"I will EAT English"

E Expose myself to English

I will listen to English

- TED Talks • NEWS • Commentaries • Documentaries
- Movies/short films • Stand up comedies • Songs

I will read English

- Comics • Fiction • Magazines • Articles • Blogs • Newspapers

A Absorb the English I am exposed to

I will observe and make note of new/interesting phrases, expressions, vocabulary I come across

T Train myself

I will put to use whatever I learn, in my speech and writing. I will speak ONLY in ENGLISH on Campus.

Happy New Year!



One-on-one Counselling Sessions



CWC has taken a pioneering initiative by orchestrating one-on-one counselling sessions tailored specifically for students spanning from the freshman to senior years of their Bachelor of Technology journey. At the heart of this endeavour lies a profound commitment to the holistic development of the students, with a singular focus on the refinement and nurturing of their linguistic abilities. The objective is to empower students with the required linguistic tools to excel not just in their academic pursuits but also in their future professional careers. Excellence in language is not an option, but an essential facet of academic and personal growth. This facility is open throughout the year for all the students who are studying in different academic years.



Pre-Placement Training for III Year B.Tech. students



CWC offered a comprehensive Pre-Placement Training for the third year second semester students across all streams, focusing on enhancing their communication skills and English language proficiency. With a particular emphasis on grooming students for successful placements, CWC tailored the training programme to address specific needs identified through the data from Career Development Centre, targeting students who faced language barriers due to their Telugu medium background or rural origins. Unique teaching methods were employed to address student insecurities, and the relevant job-specific skills were honed. Special materials were created and shared, utilizing online platforms like Flipgrid and Quizziz to extend practice beyond regular college hours. These sessions commenced on February 6, 2023, and were attended by an impressive 1443 out of 1669 students throughout the semester, with a keen focus on placement-oriented training.



Language Proficiency Training for Teachers

CWC conducted a six-week Faculty Training Programme titled "Proficiency in English" with the goal of elevating the quality of teaching and learning within the institution. The primary objective of the programme was to empower faculty members to improve their English language proficiency, a critical element for effective academic communication. It also sought to keep faculty updated on e-communication and professional English. In addition, select participants received personalized counseling to gain a deeper grasp of the language.





Student Testimonials: Sharing Experiences

"We learnt many things and most importantly how to answer from some questions in interview which I don't know before"

M Prathibha, MBA student

"It was very helpful for us and many minor mistakes were corrected and it's kind of boosting"

Ravuri Pravalika, MBA student

"I have improved my communication skills and gained insight into how HR professionals perceive us and how we can effectively interact with them during the personal round. After attending the sessions, I identified my weaknesses and am actively working to improve in those areas." A K Ratna Prabha, MBA student

"It gives a sense of understanding how the interviews are conducted and also fun at the same time"

Nikhil, CSE student

"I used to have some problem with communication skills and stage fear. But due to the class room activities conducted by ma'am, and her support helped me to improve my skills now. The sessions are very useful."

Sirikonda Pranavi, ECE student

"The key takeaways from training sessions are, I learned how to make a resume or CV and now I can attend interviews with confidence"

S. Vikasvanth, ME student



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