

# **REPORT**

on the activities of

## **Young Communicators Club**

All Saints' College Trivandrum Chapter

(May 2021- October 2021)

The Young Communicators Club, All Saints' College, Trivandrum Chapter was started on the 21<sup>st</sup> of May 2021 by the Department of English with Dr. Sonya J. Nair, Head of the Department and Ms. Kukku Xavier as the faculty coordinator of the club in association with The Public Relations Council of India- Young Communicators Club. The club has a total of 17 members.

### **Member Constitution**

Sl.No.	Position held	Name	Class
1.	President	Afra Meera Ahamed	DC3 English Literature
2.	Vice president	Gowri Mahesh	DC3 Communicative English
3.	Secretaries	Aaliya M F	DC3 English Literature
4.		Varada M A	DC2 Communicative English
5.	Treasurers	Sandra Edward	DC2 Communicative English
6.		Aaliya N Nazar	DC3 Communicative English
7.	Representatives	Ardra N S	DC2 English Literature
8.		Arsha. P	DC3 Communicative English
9.		Sera V Liza	DC3 English Literature
10.		Aavani Vinod	DC2 Communicative English
11.	Group Mobilizers	Meenakshi.B	DC2 English Literature
12.		Unnimaya Parakkattu	DC2 English Literature
13.		Lekshmi Vijayan P	DC2 Communicative English
14.	Technical Team	Vani U.K	DC3 English Literature
15.		Niketha S. Suresh	DC3 English Literature
16.		Rima Suresh	DC3 English Literature
17.		Siya Joy	DC2 English Literature

## **Inauguration of the Young Communicators Club**

**June 10th, 2021**

On June 10th, 2021 at 10:30 am, the inaugural function of the Young Communicators Club, All Saints' College, Thiruvananthapuram Chapter was organized by the PG and Research Department of English in association with Public Relations Council of India – YCC. It was held under the supervision of Ms. Kukku Xavier, Program Facilitator and Dr. Sonya J Nair, Head of the Department of English of All Saints' College, through Google Meet which was live-streamed through YouTube. The inauguration was open to the public and approximately 100 people were in attendance.

The inaugural address was given by T.P Sreenivasan, Former Ambassador and Permanent Representative of India to the United Nations. He talked about the major evolution of the study of English literature over the years, the relevance of image building in the modern world and how public relations role is important during this crisis period. He also mentioned the way in which public relations open up a career opportunity for literary students.

Mr. Ramendra Kumar, Former Head of Communication, Rourkela Steel Plant, writer and motivational speaker delivered the keynote address. He defined Public relations and told a story about converting a crisis into an opportunity, and spoke on how PR creates the relationship of transparency and trust. There was a question-answer session with the keynote speaker.

A short presentation made by the YCC members was presented. U.S. Kutty, National Secretary-General of PRCI, administered the oath.

M.B. Jayaram, Chairman Emeritus & Chief Mentor of PRCI, Dr T. Vinay Kumar, National President of PRCI, Ram C Menon, Director of PRCI-YCC Kerala Chapter, Dr. Reshmi R.

Prasad, Principal of All Saints' College attended and addressed the meeting. The function lasted for two hours.

**Google Meet link:** <https://meet.google.com/tiy-ykqg-ami>

**Livestream link:** <https://youtu.be/3KacX2ojyWA>



## Inauguration of the Young Communicators Club

10 June 2021, 10:30 am



**Inaugural Address**  
**T. P. SREENIVASAN**  
Former Ambassador and Permanent Representative of India to the United Nations



**M. B. JAYARAM**  
Chairman Emeritus and Chief Mentor PRCI



**DR. RESHMI R. PRASAD**  
Principal, All Saints' College, Thiruvananthapuram



**DR. T. VINAY KUMAR**  
National President, PRCI



**U. S. KUTTY**  
National Secretary General PRCI



**CHINMAYE PRAVEEN**  
National Head PRCI YCC



**RAM C. MENON**  
Director PRCI YCC, Kerala



**DR. SONYA J. NAIR**  
Head, Department of English All Saints' College, Tvm



**Keynote Address**  
**The Public, Relations, Public Relations: Credibility and Image Building in the Age of the New Media**  
**Mr. RAMENDRA KUMAR**, Former Head of Communication, Rourkela Steel Plant, Writer and Motivational Speaker

**Vote of Thanks**  
**AFRA MEERA AHAMED**  
President, YCC All Saints' College, Tvm

**Manager:** Rev. Mother Mary Frances      **Director:** Sr. Belinda Pereira      **Faculty Co-ordinator:** Kukku Xavier

**Platform:** Google Meet

12:22 | tiy-ykqg-ami



## **Young Communicators Club Orientation Programme**

**9<sup>th</sup> July, 2021**

On July 9th, 2021 at 6:30 pm the first orientation programme for YCC student leaders was held under the supervision of Kukku Xavier, Faculty Co-ordinator and Dr. Sonya J. Nair, Head of the Department of English of All Saints' College, through Google Meet which was live-streamed through YouTube. The inauguration was open to all the YCC members of Kerala and approximately 85 people were in attendance. Dr. Sonya J. Nair formally introduced Geetha Shankar and spoke on how the idea of a leadership training programme came about.

Ms. Geetha Shankar, President of PRCI YCC Governing Board, facilitated the orientation programme. She thanked for the opportunity and spoke about how the Young Communicators Club came to be, elaborated the various sections of it, and how to utilize the platform and opportunities provided. She spoke about the benefits of registering with YCC, explained how the advisory board hierarchy works, the duties of the YCC Office Bearers and also the scope of YCC. Dr. Sonya J Nair was congratulated for being selected as the new Chairperson of the Thiruvananthapuram Chapter of PRCI. There was a question-answer section with the programme facilitator.

Dr T. Vinay Kumar, National President of PRCI and Ram C Menon, Director of PRCI-YCC Kerala chapter also addressed the meeting. The programme lasted for an hour.

**Google Meet link:** <https://meet.google.com/usz-nmvx-nau>

**Livestreaming link:** <https://youtu.be/sKb5Fk477sQ>



ALL SAINTS' COLLEGE YCC CHAPTER, THIRUVANANTHAPURAM

in association with

YOUNG COMMUNICATORS CLUB, PRCI

organizes

ORIENTATION PROGRAMME

for

YCC STUDENT LEADERS - 2021

(Kerala Chapters)

09 July 2021 6.30 pm



Facilitator

Ms. Geetha Shankar

President, PRCI YCC Governing Board



Ms. Chinnmaye Praveen  
National Head, PRCI YCC



Mr. Ram C. Menon  
Director, PRCI YCC  
Kerala



Dr. Reshmi R. Prasad  
Principal  
All Saints' College, Tvm



Dr. Sonya J. Nair  
Head, Department of English  
All Saints' College, Tvm



Ms. Kukku Xavier  
Faculty Co-ordinator  
All Saints' College Chapter

**Platform: Google Meet**

**Patron**

**Rev. Mother Mary Frances**

**Director**

**Sr. Belinda Pereira**

## Webinar 1

### Inclusive Communication: The Nouns and Pronouns of Everyday Speech

27<sup>th</sup> August, 2021

The webinar on “Inclusive communication: The Nouns and Pronouns of Everyday Speech” was conducted on **27<sup>th</sup> August, 2021**. It was jointly conducted by the Young Communicators Club and the Gender Equality Club All Saints’ College. Dr. Sonya J. Nair, Head of the Department of English, All Saints’ College invited the resource person, **Mr. Vihaan Peethambar** who is a trans advocate, queer feminist, diversity and inclusion professor based in Bangalore. He was awarded the 2020 Diversity and Inclusion Champion of Change award by Community Business. He also serves as an expert committee member in India’s first national council for transgender persons. Participants of the session included dignitaries like Dr T. Vinay Kumar, National President of PRCI and Ram C Menon, Director of PRCI-YCC Kerala chapter, Dr Sonya J. Nair and Ms. Kukku Xavier, faculty co-ordinator. The webinar focussed on **Inclusive communication** and especially the use of inclusive pronouns that play a really important role these days. He also talked about addressing people respectfully by using gender neutral terms. The session was highly insightful. The webinar was open to all the YCC members of Kerala and approximately 60 people were in attendance. The program lasted for 1hr 45min.

**Google Meet link :** <https://meet.google.com/zmb-jxmm-jmy>

**Live Streaming link :** <https://www.youtube.com/watch?v=pK8jbQKdd3Y>





**ALL SAINTS' COLLEGE, THIRUVANANTHAPURAM**  
**Young Communicators Club**  
**(All Saints' College Chapter)**

in association with

**Gender Equality Club**  
hosts

**Inclusive Communication:  
The Nouns and Pronouns of  
Everyday Speech**



**Vihaan Peethambar**  
**Expert Committee Member**  
**National Council for Transgender Persons**

**DATE: 27 AUGUST 2021**

**TIME: 7 pm**

**Co-ordinators: Ms. Kukku Xavier & Dr. Sonya J. Nair**

**Patron**  
**Rev. Mother Mary Frances**

**Director**  
**Sr. Belinda Pereira**

**Principal**  
**Dr. Reshmi R. Prasad**

**PLATFORM: GOOGLE MEET**

## Webinar 2

### 'Interviews to Inclusion: The Corporate Way'

25<sup>th</sup> September, 2021

On September 25th, 2021 at 11:00 am the Webinar on the topic 'Interviews to Inclusion: The Corporate Way ' was organized by the Young Communicators Club of All Saints' College and held under the supervision of Ms. Kukku Xavier, Faculty Co-ordinator and Dr. Sonya J. Nair, Head of the Department of English of All Saints' College. It was conducted through google Meet and was live-streamed on YouTube. The webinar was open to all the YCC members of Kerala and approximately 70 people were in attendance. The webinar began with an introduction by Ms. Kukku Xavier. She congratulated Dr T. Vinay Kumar for being elected as the national of PRCI for the second time and also for the publication of his book, *The Prize - Dive into the possibilities and impact of Public Relations*.

The chief speaker Ms. Amritha Ananthakrishnan, Development Centre Manager, L&D, Education Training and Assessment, Infosys spoke about the journey to clearing interviews and working in a corporate. An interactive session where she discussed with the audience, the various challenges faced by them when thinking about interviews. She introduced several crucial points that should be focused on while attending an interview on a corporate level. She discussed the three elements of the interview - Attitude, Aptitude and Articulation.

Attitude is about how open someone is to learning and how pleasant someone is while working and how they can "fit in" to a multicultural organisation. Aptitude is the learning facility of a person. Articulation is the ability to communicate effectively. She spoke about the advantages and disadvantages of virtual interviews and mentioned three ways to ace virtual interviews - being camera ready, voice, the tone in which we communicate. Taught the audience two simple exercises to have a better texture of voice.

Talked about three of the gender-specific biases – “Tight rope bias”, “Sticky Floor bias” and “Prove it again bias”. “The tight rope” is a bias where anything a woman says assertively is viewed upon as being aggressive or arrogant. “Sticky floor bias” is when a job is assigned gender specifically. “Prove it again bias” is held against women for much longer than for men. It is when women have to work twice as hard to prove themselves. She also spoke about how to overcome these biases. There was a question-answer session with the resource person.

Dr T. Vinay Kumar, National President of PRCI and Ram C Menon, Director of PRCI-YCC Kerala chapter also attended the webinar and addressed the audience. It was a one and half hour session.

**Google Meet link:** <https://meet.google.com/psx-hmcy-btd>

**Livestreaming link:** <https://www.youtube.com/watch?v=qFj4p7g3Cyg>



**ALL SAINTS' COLLEGE**  
THIRUVANANTHAPURAM

CHAPTER OF  
*Young Communicators Club*  
PRESENTS

**INTERVIEWS TO INCLUSION:  
THE CORPORATE WAY**

 **Speaker:**  
**AMRITHA ANANTHAKRISHNAN**  
(Development Centre Manager,  
L&D, Education Training and Assessment, Infosys)

SEPTEMBER 25, 2021 | 11:00 AM  
PLATFORM: GOOGLE MEET.

CLICK THE LINK TO JOIN -  
<https://meet.google.com/psx-hmcy-btd>

**ALL ARE INVITED**

Patron  
Rev. Mother Mary Frances  
Director  
Sr Belinda Pereira  
Principal  
Dr Reshmi R. Prasad

YCC Faculty Coordinator  
Ms. Kukku Xavier  
Asst. Professor  
Department of English

**Webinar 3**  
**'Ethics in Advertising'**  
**October 29<sup>th</sup> 2021**

On October 29th, 2021 at 7:00 pm the Webinar on the topic 'Ethics in Advertising' was organized by the Young Communicators Club of All Saints' College Trivandrum Chapter and was held under the supervision of Ms. Kukku Xavier, Faculty Co-ordinator and Dr. Sonya J. Nair, Head of the Department of English of All Saints' College. It was conducted through Google Meet and there were approximately 30 people in attendance.

Nimal C.N, Associate Professor, Management Adi Shankara Business School, Kalady spoke about how Ethics differs from person to person; Business Ethics is defined as principles and standards that determine acceptable conduct in business. Social responsibility is a business obligation to maximize its positive impact and minimize its negative impacts on society. He defined 'Advertising' and mentioned the four factors of advertising: Client, Ad Agency, Media, Target Audience and also their ethics. He explained how crossing a boundary with ethics can be misleading. Airtel 4G advertisement which was banned due to misleading information, was given as an example. The webinar was cut short due to technical difficulties. The session was an hour long.

**Google Meet link:** <https://meet.google.com/xrj-qxvg-vgb>



# ALL SAINTS' COLLEGE

THIRUVANANTHAPURAM

CHAPTER OF

## YOUNG COMMUNICATORS CLUB

PRESENTS

# ETHICS IN ADVERTISING



Speaker :

## Nimal C N

Associate Professor,  
Management

Adi Shankara Business School, Kalady.

**OCTOBER, 29TH 2021 | 7:00 PM**

PLATFORM: GOOGLE MEET

CLICK THE LINK TO JOIN

<https://meet.google.com/xrj-qxvg-vgb>

**ALL ARE INVITED**

Patron

Rev. Mother Mary Frances

Director

Sr Belinda Pereira

Principal

Dr Reshmi R. Prasad

YCC Faculty

Coordinator

Ms. Kukku Xavier

Asst. Professor

Department of English



## Essay Writing Competition

Vani U.K and Sera V. Liza of DC3 English Literature secured 2<sup>nd</sup> and 3<sup>rd</sup> places respectively in the Malayalam Essay Writing Competition organized by the YCC Chinmaya College Kochi chapter, on the occasion of Kerala Piravi.



കമ്മ്യൂണിക്കേറ്റീവ് ഇംഗ്ലീഷ് വിഭാഗം | മീഡിയ ക്ലബ് | വൈ സി സി ചിന്മയ കോളേജ് കൊച്ചി ചാപ്ടർ

# കേരളപ്പിറവി ആശംസകൾ

മാറുന്ന മലയാളി, മാറുന്ന മലയാള മാധ്യമങ്ങൾ

## .ഉപന്യാസമത്സര വിജയികൾ



രണ്ടാം സ്ഥാനം- വാണി യു.കെ.  
ഓൾ സൈയിന്റ്സ് കോളേജ്,  
തിരുവനന്തപുരം



ഒന്നാം സ്ഥാനം- പ്രിയങ്ക ജി  
സനാതനധർമ്മ കോളേജ്, ആലപ്പുഴ



മൂന്നാം സ്ഥാനം- സൈറ വി. ലിസ  
ഓൾ സൈയിന്റ്സ് കോളേജ്,  
തിരുവനന്തപുരം