

**ECOSYSTEM FOR
INNOVATIONS AND
INITIATIVES FOR
CREATION AND
TRANSFER OF
KNOWLEDGE**

The Young Communicators Club, All Saints' College, Trivandrum Chapter was started on the 21st 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



Rishi
Principal
All Saints' College
Thiruvananthapuram

**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 Kuttu, National Secretary - General of PRCI, administered the oath.




M.B. Jayaram, Chairman Emeritus & Chief Mentor of PRCI, Dr. J. 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/3KacX2ojyW4>



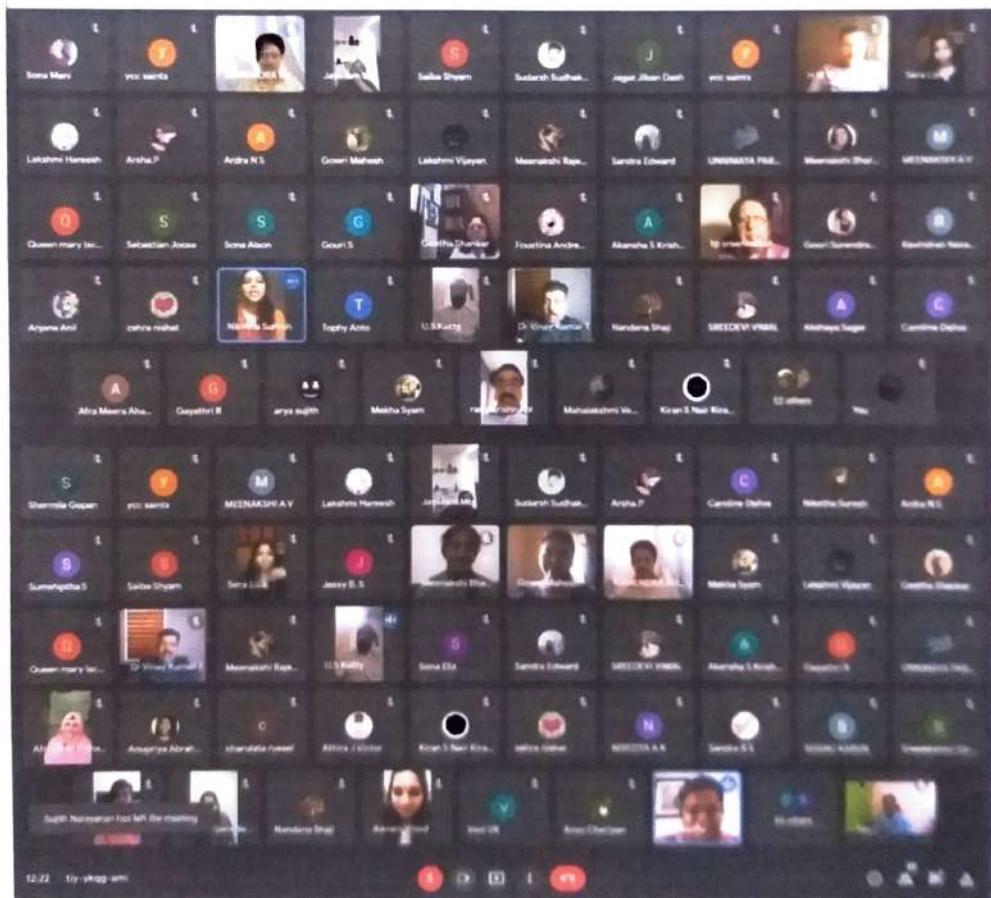
Inauguration of the Young Communicators Club

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	 CHINNMAI PRAVEEN National Head PRCI YCC	 RAM C. MENON Director PRCI YCC, Kerala	 DR. SONIYA J. NAIR Head, Department of English All Saints' College, Triv
 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 APRA HESHA ATANED President, YCC All Saints' College, Triv		
Manager: Rev. Mother Mary Frances	Director: Sr. Belinda Pereira	Faculty Co-ordinator: Kukku Xavier <i>Platform: Google Meet</i>	



Reshmi
Principal
All Saints' College
Thiruvananthapuram-7



Reshma

Principal
All Saints' College
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Young Communicators Club Orientation Programme

9th 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-nmivx-nau>

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



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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



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Webinar 1

Inclusive Communication: The Nouns and Pronouns of Everyday Speech

27th August, 2021

The webinar on "Inclusive communication: The Nouns and Pronouns of Everyday Speech" was conducted on **27th 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-jxnm-jmy>

Live Streaming link : <https://www.youtube.com/watch?v=pK8jbQKddJY>



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PRINTS' COLLEGE, THIRUVANANTHAPURAM

Young Communicators Club

(All Saints' College Chennai)

in association with

Gondraty Club

hosts

& Mass Communication

"The Four Proxims of

Everyday Speech



Memb@

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



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Webinar 2

'Interviews to Inclusion: The Corporate Way'

25th 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 faculty 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.



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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 genderspecifically. “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>

The poster is for an event titled "ALL SAINTS' COLLEGE THIRUVANANTHAPURAM CHAPTER OF Young Communicators Club PRESENTS INTERVIEWS TO INCLUSION: THE CORPORATE WAY". The speaker is Amritha Ananthakrishnan, Development Centre Manager, ICD Education Training and Assessment, Inflicys. The event is on September 25, 2021, at 11:00 AM on the Google Meet platform. The link to join is https://meet.google.com/psx-hmcy-btd. All are invited. The poster also lists the Patron (Rev. Mother Mary Francis), Director (Sr. Beulah Perera), Principal (Dr. Rudrani R. Prasad), and YCC Faculty Coordinator (Ms. Raksha Nair), as well as an Asst. Professor in the Department of English.

ALL SAINTS' COLLEGE
THIRUVANANTHAPURAM
CHAPTER OF
Young Communicators Club
PRESENTS
**INTERVIEWS TO INCLUSION:
THE CORPORATE WAY**

Speaker:
AMRITHA ANANTHAKRISHNAN
(Development Centre Manager,
ICD Education Training and Assessment, Inflicys)

SEPTEMBER 25, 2021 | 11:00AM
PLATFORM GOOGLE MEET
CLICK THE LINK TO JOIN
<https://meet.google.com/psx-hmcy-btd>
ALL ARE INVITED

Patron
Rev. Mother Mary Francis
Director
Sr. Beulah Perera
Principal
Dr. Rudrani R. Prasad

YCC Faculty Coordinator
Ms. Raksha Nair
Asst. Professor
Department of English



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All Saints' College

Webinar 3
'Ethics in Advertising'
October 29th 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-ygb>

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Thiruvananthapuram.





Public Relations
IC Council of India
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ALL SAINTS' COLLEGE

THIRUVANANTHAPURAM
CHAPTER OF

YOUNG COMMUNICATORS CLUB

PRESENTS

STHGS IN A9YEBTfSH0



Speaker:

Nimal C N

Associate Professor,
Management

Adi Shonkoro Business School Kollodg.

OCTOBER, 19TH | 7:00 PM

PLATFORM: GOOGLE MEET

CALL THE LINK TO JOIN

<https://meet.google.com/xjz-qxiz-ygh>

ALL ARE INVITED

Rev. Fr. Mother Teresa

Director

Sr. Belinda Pereira

Principal

Reshma R. Prasad

YCC Faculty

Coordinator

Ms. Kokku Vani

Professor

Department of English

Reshma

Principal
All Saints' College
Thiruvananthapuram



Essay Writing Competition

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

ED Club

On 27/11/2021 Entrepreneurship Development Club of All Saints College organises an awareness programme in association with District Industries Centre, Trivandrum. The program started with a prayer by Ms. Bhadra of B.Com Finance. Dr. Sangeetha N, Assistant Professor, Department of Commerce, delivers the welcome address. The program was chaired by Mr. Chandrabhan, District Industries Officer, Thiruvananthapuram, and inaugurated by Mr. Vinod Kumar, General Manager, District

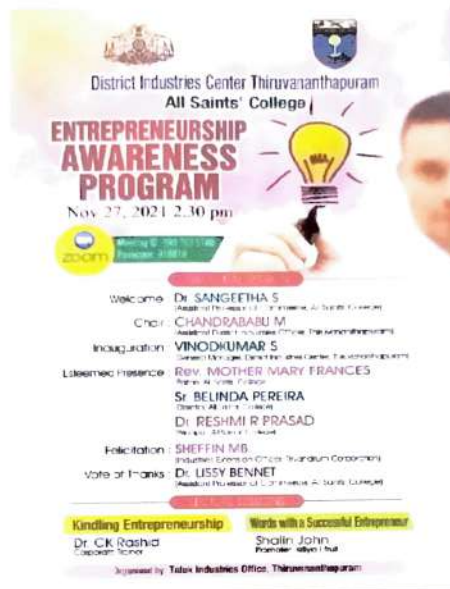


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Thiruvananthapuram

industries Centre, Thiruvananthapuram. The program was felicitated by Sheffin M.B., Industries Extension Officer, Thiruvananthapuram. The lecture sessions was handled by Dr. C.K. Rashid, Corporate Trainer on the topic "Kindling Entrepreneurship" and Mrs. Shalin John on the topic "Words with a successful entrepreneur". The students interacted with the resource persons and the sessions was very interesting and thought provoking. The program concludes by delivering vote of thanks by Dr. Lissy Bennet (Co-ordinator), Assistant Professor, Department of Commerce. The programme was in online mode - Zoom Meeting ID : 890 783 5188, Passcode : 918819. No. of students participated : 100.

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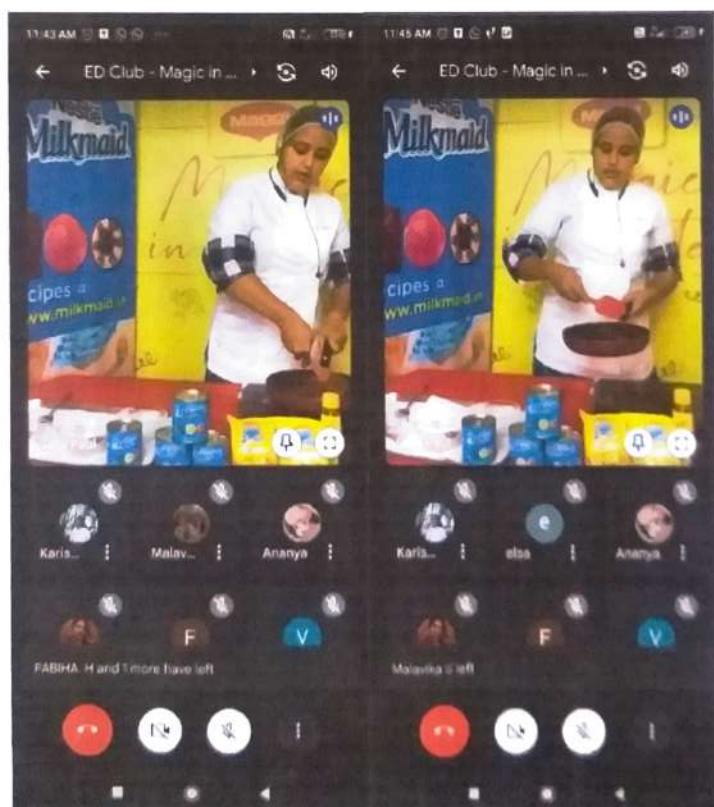


1. On 20/11/2021 Entrepreneurship Development Club in association with Maggie organizes a live demonstration on "Magic in Minutes" at 11:30 am through Google Meet. No. of Students participated: 100



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