



**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE**  
**FOR WOMEN(Autonomous)**  
**OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST**  
(Affiliated to University of Madras & Re-Accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai-600 044

**ACADEMIC YEAR 2024-2025**

**SOCIAL MEDIA HUB** 

Event Title	CONTENT AND CREATIVE WRITING
Category (GL/Workshop/Conference/Invited talk/Seminar/FDP/Orientation)	Workshop
Club Name	SOCIAL MEDIA HUB
Date	04/02/2025
No.of Resource Persons	1
No. of Beneficiaries	176
Type of Beneficiaries	I, II- & III-Year Students from various disciplines

**RESOURCE PERSON PROFILE**

Mr. Rajesh Sundararajan, an Aeronautical Engineer by qualification and a storyteller by passion, has an extensive background in creative writing. He has contributed as a writer for TV and OTT shows, including *Bigg Boss Tamil* and *Master Chef Tamil*. His career journey led him to FacePrep, where he further honed his skills. In addition to writing and translating screenplays, he has assisted in film direction and led creative teams across various companies. He is also a published poet with multiple volumes to his credit.

**REPORT**

The resource person conducted an insightful session on the fundamentals of creative writing for both traditional and digital platforms. He introduced students to key techniques for crafting engaging content, particularly for social media. He highlighted the importance of overcoming psychological barriers to unlock creativity and shared practical strategies for writing compelling captions, storytelling, and audience engagement. To reinforce learning, he provided interactive exercises, encouraging students to explore their creative potential. Members of the Social Media Hub actively participated, showcasing their originality and enthusiasm throughout the session.



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### **STRENGTHS OF THE PROGRAM**

- The workshop offered valuable insights into content creation and creative writing, helping students refine their writing skills.
- Engaging, hands-on exercises encouraged participants to think creatively and apply new techniques in real time.
- The session fostered a collaborative learning environment, enabling students to share ideas and receive constructive feedback.

### **CHALLENGES**

Despite its success, a few challenges were encountered:

- Limited time for hands-on exercises restricted deeper exploration of creative techniques.
- Technical difficulties during online content demonstrations caused minor disruptions to the session's flow.

### **PROGRAM OUTCOME**

The workshop effectively enhanced participants' understanding of digital content creation and storytelling techniques. The interactive activities encouraged creativity and collaboration, allowing students to apply their newfound skills in a practical setting. Additionally, the seminar created a supportive learning environment where students could exchange ideas and receive constructive feedback.

At the end of the workshop, participants provided feedback, which was overwhelmingly positive. Attendees particularly appreciated:

- The clarity of the instructor's explanations.
- The hands-on approach that promoted active learning.
- The friendly and collaborative atmosphere that nurtured creative thinking.



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Please describe the type of event that falls under any of the following categories.

S. No.	Name of the Event	Yes/No
1.	Tech Fest	
2.	Academic Fest	
3.	Forum/Club Activities	Yes
4.	Language/Communication Skills	Yes
5.	Sports	
6.	Sustainable Development Goals (SDG)	
7.	IKS (Indian Knowledge System)	
8.	NEP (National Education Policy)	
9.	Life Skill	
10.	Capacity Building	Yes
11.	Skill-Based	Yes
12.	Value Added	
13.	Soft Skill	Yes
14.	Outreach	
15.	Curriculum-Based	
16.	Voluntary/Charity	
17.	Awareness in Trends/Technology	Yes

**Name: M. VIJI**  
**(Club Vice President)**

**Ph. No: 9840757759**