TECNIA INSTITUTE OF ADVANCED STUDIES

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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

DEPARTMENT OF TRAINING & PLACEMENT

REPORT ON BUSINESS COMMUNICATION WORKSHOP

Title of Activity*	**BUSINESS COMMUNICATION WORKSHOP**
Values	❖ Professional Etiquette ❖ Team Collaboration ❖ Confidence Building
Learning Outcomes	• Enhanced Verbal & Written Communication Skills • Improved Public Speaking & Presentation Skills • Better Understanding of Corporate Communication Standards • Development of Professional Email & Report Writing Skills • Increased Confidence in Group Discussions & Interviews
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	TRAINING AND PLACEMENT CELL
Program Theme*	"BUSINESS COMMUNICATION WORKSHOP"
External Expert	NA
Date*	14th March, 2026
Time*	11:00 am – 01:00 pm
Venue	**MPH HALL**
Poster/Flyer/Notice*	

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Date: 2026.10.24 16:24:00
Reason: Approve this document
Location: New Delhi

No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	30
No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	02
No. of External Participants (students + faculty) [write NA if not applicable]	NA
Report: Description in (min 250 to max 800 words)*	The Department of Training and Placement successfully organized a "Business Communication Workshop" with the objective of enhancing students' professional communication skills and preparing them for the corporate environment. The workshop was conducted on 14th March 2026 at 11am and witnessed enthusiastic participation from students and faculty members. The session focused on the importance of effective communication in the workplace, emphasizing verbal, non-verbal, written, and interpersonal communication skills. The resource person shared valuable insights on how communication plays a vital role in interviews, presentations, team discussions, and professional networking. The workshop included interactive activities such as role plays, mock presentations, group discussions, and professional email drafting exercises. Students were guided on maintaining professional etiquette, improving body language, voice modulation, listening skills, and confidence while communicating in formal settings. Special emphasis was placed on corporate communication standards, including resume writing, email etiquette, workplace ethics, and presentation skills. The expert also discussed common communication barriers and strategies to overcome nervousness and stage fear. The workshop created an engaging and practical learning environment where students actively participated in discussions and exercises. The interactive approach helped students understand the significance of clarity, confidence, and professionalism in communication. Overall, the Business Communication Workshop proved to be highly informative and beneficial for students. It helped them strengthen their communication abilities, improve self-confidence, and gain better exposure to professional expectations. The workshop also motivated students to continuously work on their communication skills to enhance their employability and career growth.

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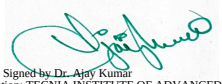
Areas of Improvement	• **Verbal Communication** – Needs Improvement Many students lacked clarity and confidence while speaking. Some participants struggled with pronunciation, sentence formation, and professional vocabulary. • **Presentation Skills** – Moderate Students showed hesitation during presentations and lacked confidence in maintaining eye contact and voice modulation. • **Professional Writing Skills** – Average Several students faced difficulties in drafting formal emails and professional reports. Formatting and grammar errors were also observed. • **Listening & Interpersonal Skills** – Needs Development Some students interrupted others during discussions and showed limited active listening abilities. • **Confidence & Public Speaking** – Low to Moderate Students appeared nervous during role plays and public speaking activities. More practice is required to improve confidence levels.
Suggestion from Training & Placement Cell	• Conduct regular communication skill development sessions for students. • Organize weekly group discussions and presentation activities. • Introduce professional email and report writing practice. • Arrange mock interview sessions to improve confidence. • Encourage students to participate in debates, seminars, and workshops. • Implement personality development and public speaking training programs. • Conduct voice modulation and body language improvement exercises. • Provide individual feedback sessions for communication improvement. • Encourage peer-to-peer communication practice activities. • Introduce industry-oriented communication case studies and role plays.
Attendance Sheet*	**Attached**
Report Submitted by Event Coordinator	Aarti Yadav
Signature of Event Coordinator	



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List of Students	https://docs.google.com/spreadsheets/d/13RcmVK_tCaiwDUFJ3CVSlmGb-OoNvW016rOcfZ0kz24/edit?gid=0#gid=0
Short Note	The Business Communication Workshop proved to be highly informative and beneficial for students. It helped them strengthen their communication abilities, improve self-confidence, and gain better exposure to professional expectations. The workshop also motivated students to continuously work on their communication skills to enhance their employability and career growth.

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Organized by: Integrated Marketing Club

Report on Workshop on Exciting Careers in Media And Communication

Title of Activity*	Workshop on "Exciting Careers in Media and Communication: A Perspective on Event Management"
OBE Values	Creativity, Critical Thinking, Professional Competence, Collaboration, and Experiential Learning
Event – Awareness/Outreach	Awareness Programme
Program Theme*	Career Opportunities in Media and Event Management
In association with (Dept./ Centre/ Cells/Clubs/ Committees Name)	Delhi School of Communication and Department of Journalism and Mass Communication
Objectives	• To create awareness among students about diverse career prospects in the media and event management industry. • To bridge the gap between academic learning and industry expectations through experiential insights. • To encourage students to explore creative and managerial skills relevant to event management. • To provide hands-on understanding of the professional workflow involved in organizing events.
The context	With the rapid growth of the media and entertainment sector, event management has emerged as one of the most dynamic and rewarding career fields. To help students understand the intersection between media communication and event management, the Delhi School of Communication conducted a Participative Learning Workshop titled "Exciting Careers in Media and Communication: A Perspective on Event Management." The workshop aimed to expose students to real-world opportunities and skill sets required in event planning, branding, public relations, and media coordination.
Learning Outcomes	• Students gained an understanding of career pathways in event management, media planning, and public relations. • Improved creative thinking and organizational planning skills. • Enhanced industry readiness through interaction with professional experts. • Strengthened teamwork, problem-solving, and communication competencies.
External Expert	Dr. Manik Katyal and Dr. Rupanjali Lahiri
Internal Expert	Dr. Upasana Khurana
List of Volunteers	Mr. Pragyansh Tiwari Ms. Dyanshi Sharma

Dr. Shivender K. Rai
HOD

Dr. Upasana Khurana

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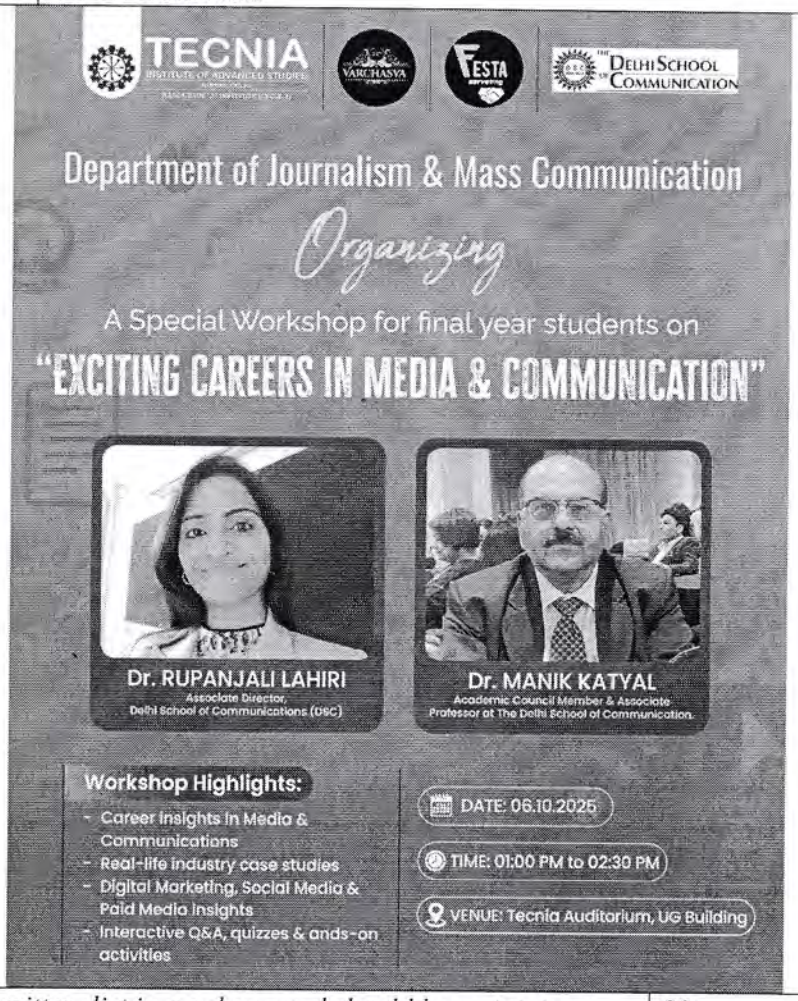
Resources	Presentation material, multimedia projector, discussion handouts, group activity resources
Evidence of Success	• Students actively participated in brainstorming sessions and case-based discussions. • Enhanced confidence and interest in pursuing event management as a career. • Positive student feedback indicating a better understanding of career prospects in the media industry.
Challenges	• Limited session time restricted deeper exploration of sub-fields within event management. • Some students required guidance in connecting academic concepts with industry practices.
Date*	6th October, 2025
Time*	01:00 PM Onwards
Venue	TIAS Auditorium
Poster/Flyer/Notice*	

No. of Students* *(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)*	88
No. of Faculty* *(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)*	1
No. of External Participants (students + faculty) *[write NA if not applicable]*	NA

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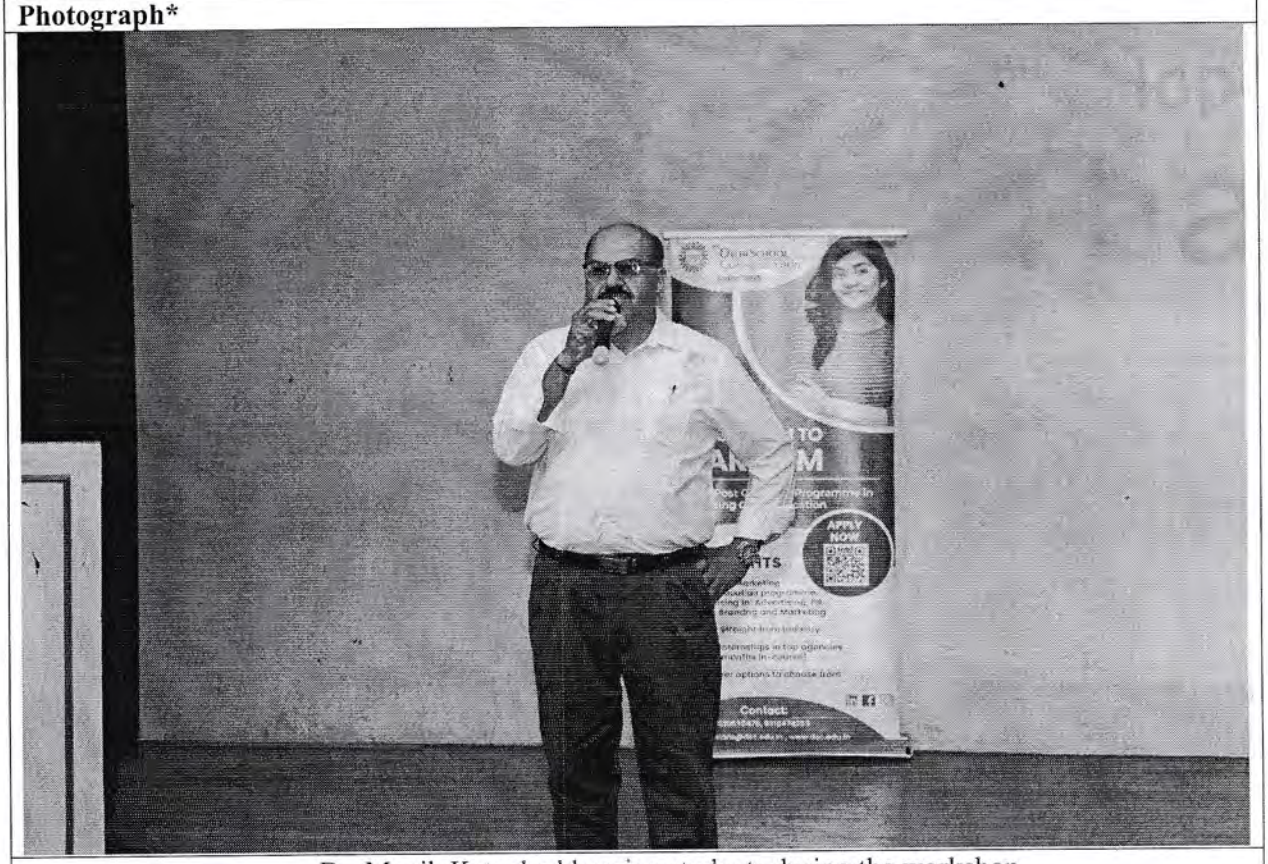
Photograph*



Dr. Manik Katyal addressing students during the workshop



Students participating enthusiastically in a group activity during the workshop

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Students showcasing teamwork and creativity during the participative learning workshop

Report: Description in (min 250 to max 800 words)*	The Integrated Marketing Club, Department of Journalism and Mass Communication at Tecnia Institute of Advanced Studies organized a participative learning workshop on "Exciting Careers in Media and Communication: A Perspective on Event Management" in collaboration with the Delhi School of Communication on 6th October 2025. The workshop was conducted as part of the subject Event Management to expose students to emerging professional avenues and to strengthen their practical understanding of media-linked event management. The session commenced with an introduction to the growing significance of event management within the broader media and communication industry. Experts from the Delhi School of Communication highlighted how events serve as a vital tool for brand communication, audience engagement, and public relations. Students learned about the different stages of event planning — concept ideation, budgeting, logistics, client servicing, sponsorship management, and execution. The workshop emphasized how media professionals can build successful careers in fields such as corporate events, entertainment shows, conferences, product launches, and digital event marketing. Real-life examples were shared to demonstrate how communication skills, creativity, and strategic planning intersect to make events impactful and memorable. As part of the participative learning approach, students were divided into small groups and tasked with designing mock event proposals based on real-life case scenarios. Each group presented its ideas, showcasing creativity, teamwork, and understanding of event logistics. This activity fostered hands-on learning and problem-solving abilities while integrating theoretical knowledge with industry practices. The internal expert, Dr. Upasana Khurana, guided students to reflect on how effective communication is central to successful event management. She emphasized the importance of interpersonal skills, leadership, and

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	innovation in building a strong career foundation in this fast-evolving domain. Students enthusiastically participated in Q&A rounds, sharing their aspirations and receiving valuable insights from the experts. The session concluded with an interactive discussion on employability skills, internship opportunities, and the growing demand for communication professionals in event-based roles. The Workshop on "Exciting Careers in Media and Communication: A Perspective on Event Management" proved to be an engaging and informative session that bridged classroom learning with industry realities. It not only broadened students' career outlook but also strengthened their understanding of how event management serves as a vibrant extension of the media and communication field.
Resource Person Profile	NA
Attendance Sheet*	*Attached at the end of Report*
Report Submitted by Nodal Officer/Event Coordinator *(write faculty coordinator name)*	Dr. Upasana Khurana
For Office Use: Notification No.	
Signature of Event Coordinator	

List of Participants		
S. No.	**Name**	**Course**
1.	Mehak Wasan	BAJMC
2.	Kartik	BAJMC
3.	Jyoti Kushwaha	BAJMC
4.	Jaitsri Kaur	BAJMC
5.	Uday	BAJMC
6.	Mohak Seth	BAJMC
7.	Abhinav Gupta	BAJMC
8.	Kamakshi	BAJMC
9.	Nupur	BAJMC
10.	Vaibhav	BAJMC
11.	Anmol Abichandani	BAJMC
12.	Divija Bhandari	BAJMC
13.	Atishay Jain	BAJMC
14.	Vani	BAJMC
15.	Vani	BAJMC
16.	Evyan Kumar	BAJMC
17.	Shaurya Jayaswal	BAJMC
18.	Harshita Soni	BAJMC
19.	Harshita Gupta	BAJMC

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20.	Kavya Sharma	BAJMC
21.	Kushal Sharma	BAJMC
22.	Tanishka Jain	BAJMC
23.	Sarthak Sharma	BAJMC
24.	Pooja	BAJMC
25.	Khushi Das	BAJMC
26.	Tanushka	BAJMC
27.	Khanak	BAJMC
28.	Abhinav Kumar	BAJMC
29.	Rupansh	BAJMC
30.	Sangini Ghosh	BAJMC
31.	Aarti Sehdev	BAJMC
32.	Jaanasheen	BAJMC
33.	Dolly Chawla	BAJMC
34.	Sneha	BAJMC
35.	Abhay Kumar Solanki	BAJMC
36.	Nishant Kumar Singh	BAJMC
37.	Gunn Arora	BAJMC
38.	Harsh	BAJMC
39.	Aarav Arora	BAJMC
40.	Niyati Bist	BAJMC
41.	Pratham Sethi	BAJMC
42.	Mehak Jain	BAJMC
43.	Naman Kumar	BAJMC
44.	Chaitanya Gandhi	BAJMC
45.	Mehak Kaushik	BAJMC
46.	Bhoomi	BAJMC
47.	Rivanshi Thakur	BAJMC
48.	Dyanshi Sharma	BAJMC
49.	Kriti Malhotra	BAJMC
50.	Anshul Sharma	BAJMC
51.	Smiti	BAJMC
52.	Jasveen	BAJMC
53.	Yash Singh Bisht	BAJMC
54.	Kritika	BAJMC
55.	Palak Oberoi	BAJMC
56.	Anannya Goel	BAJMC
57.	Deepika	BAJMC
58.	Vanshika Rohira	BAJMC
59.	Ishaan Sirohi	BAJMC
60.	Pranav Vashisth	BAJMC
61.	Manya Khurana	BAJMC
62.	Garima Singh Rajput	BAJMC
63.	Bhumika Sharma	BAJMC
64.	Amul	BAJMC

BAJ

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65.	Mehak	BAJMC
66.	Pragyansh	BAJMC
67.	Daksh Bajaj	BAJMC
68.	Bhumika Sharma	BAJMC
69.	Anshika	BAJMC
70.	Ujjwal Gupta	BAJMC
71.	Heenakshi Wadhwa	BAJMC
72.	Digonto Banerjee	BAJMC
73.	Anjali	BAJMC
74.	Manvi Sharma	BAJMC
75.	Rumesa Khan	BAJMC
76.	Kripa Grover	BAJMC
77.	Rachit Dimri	BAJMC
78.	Abhishek Mishra	BAJMC
79.	Suhani Naraina	BAJMC
80.	Sanjana Singh	BAJMC
81.	Vidhi Sikka	BAJMC
82.	Diva Chawla	BAJMC
83.	Piyush Kathuria	BAJMC
84.	Krishnandu Das	BAJMC
85.	Tushar Verma	BAJMC
86.	Krish Khatri	BAJMC
87.	Dev Gupta	BAJMC
88.	Dhruv Yadav	BAJMC

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Tel:91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in

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Report on Departmental Workshop

Related to Logo design

Title of Activity*	Workshop on "From Concept to Creation: Understanding Logo Design as a Visual Language"
Values	• Dedication • Inclusiveness
Learning Outcomes	• Promoting creativity and innovation • Encouraging visual thinking and self-expression • Enhancing problem-solving and conceptualization skills • Cultivating teamwork, discipline, and critical evaluation
Objectives	• Provide real-world design experience by working with a local non-profit to address their branding needs. • Promote the social impact of design by contributing to a cause that benefits the community. • Instill ethical design practices that reflect the mission and values of the non-profit organization.
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	Department of Journalism and Mass Communication
Program Theme*	From Concept to Creation: Understanding Logo Design as a Visual Language
External Expert / Internal Expert	Internal Expert

Date*	24/09/2025
Time*	11:30AM Onwards
Venue	Room no. 2403, UG Building

Dr. Shivendra Kr. Rai
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Poster/Flyer/Notice*	
Social media link (promoting anyone in Facebook/Instagram/Twitter is mandatory)	NA
No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	40
No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	01
No. of External Participants (students + faculty) [write NA if not applicable]	00

(Geotag) Photograph*

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Photograph of the Event with the Caption



Report: Description in (min 250 to max 800 words)*

On 24th September 2025, the Department of Journalism and Mass Communication at TECNIA Institute of Advanced Studies organized a participative learning session on *Logo Designing – Icons of Identity* in Room No. 2403, UG Building. The session began at 11:30 AM and saw enthusiastic participation from 55 students of the department.

The primary objective of the activity was to provide students with practical exposure to the creative and conceptual aspects of logo design. Participants were encouraged to create unique logos representing various themes, institutions, or brands that reflect identity and purpose. Through this activity, students applied theoretical design principles to produce visually compelling and meaningful logos.

The session began with a brief discussion on the *importance of logos* as symbols of identity and communication in media and branding. Students then presented their logo concepts, explaining the rationale behind their color choices, typography, shapes, and symbolism. The participative format allowed for open discussion, peer evaluation, and faculty feedback, promoting a rich exchange of ideas and constructive critique.

The activity emphasized the *principles of design*—balance, proportion, unity, and contrast—and the *elements of design* such as line, shape, color, and texture. It also encouraged students to integrate storytelling and brand perception into their creative process. Faculty coordinators guided students in [illegible] signs and understanding the practical

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	requirements of logo creation for digital and print media. The participative learning experience successfully combined creativity with conceptual understanding. It enhanced students' visual communication skills, broadened their perspective on branding, and nurtured their ability to express ideas through design. The event concluded with appreciation for the most creative and conceptually strong logo designs, motivating students to continue exploring the field of visual identity design.

Resource Person	NA
Attendance Sheet*	*Attached at the end of Report*
Feedback	*Sample feedback Attached at the end of Report*
Report Submitted by Convener *(write faculty coordinator name)*	Ms. Swati Gupta
For Office Use	
Signature of Event Coordinator	**Signature of School/Department Head** *(With Seal)*
List of Beneficiary	

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List of Beneficiary

S.No.	Student ID	Enroll No.	Name of Student
1	TIAS/BAJMC/2025-29/744	02717002425	JYOTI YADAV
2	TIAS/BAJMC/2025-29/747	02917002425	YASH AGGARWAL
3	TIAS/BAJMC/2025-29/745	7900412457	MAHIMA JOSHI
4	TIAS/BAJMC/2025-29/748	7982792708	AARUSH GARG
5	TIAS/BAJMC/2025-29/730	8076463355	SHINE SARPAL
6	TIAS/BAJMC/2025-29/740	8178163005	PULKIT SHARMA
7	TIAS/BAJMC/2025-29/728	8287701446	KASHVI JAIN
8	TIAS/BAJMC/2025-29/720	8288881207	SHIVAM SHARMA
9	TIAS/BAJMC/2025-29/743	8368444826	AANYA SHARMA
10	TIAS/BAJMC/2025-29/714	8384009215	UNNATI BANSAL
11	TIAS/BAJMC/2025-29/712	8384076075	NITIN
12	TIAS/BAJMC/2025-29/738	8448262097	KASHISH JHA
13	TIAS/BAJMC/2025-29/721	8448471484	ADDHYAN GOSWAMI
14	TIAS/BAJMC/2025-29/709	8448841104	ANGAD SINGH
15	TIAS/BAJMC/2025-29/722	8586835640	DIKSHA
16	TIAS/BAJMC/2025-29/718	8595581783	DEEPANSHI YADAV
17	TIAS/BAJMC/2025-29/746	8700043339	KANISHTHA SHARMA
18	TIAS/BAJMC/2025-29/706	8750580520	ANGEL SHARMA

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19	TIAS/BAJMC/2025-29/733	8826091511	RASHI
20	TIAS/BAJMC/2025-29/715	8826855100	TANZIL CHAWLA
21	TIAS/BAJMC/2025-29/708	8920024445	AADYA SHREE JAIN
22	TIAS/BAJMC/2025-29/725	8920059923	LUCKY NEGI
23	TIAS/BAJMC/2025-29/742	8920296482	SNEHA KUMARI
24	TIAS/BAJMC/2025-29/719	8929278152	KATYANI GARG
25	TIAS/BAJMC/2025-29/713	9136128681	PRATIMA GUPTA
26	TIAS/BAJMC/2025-29/701	9289008910	BHAVI KOHLI
27	TIAS/BAJMC/2025-29/727	9310197762	ANSHUL SALUJA
28	TIAS/BAJMC/2025-29/734	9310709892	KHUSHI MISHRA
29	TIAS/BAJMC/2025-29/703	9310737135	RIVA BALIYAN
30	TIAS/BAJMC/2025-29/707	9311129050	AADYA SISODIA
31	TIAS/BAJMC/2025-29/723	9315879362	JAY MADAN
32	TIAS/BAJMC/2025-29/732	9350410651	ANGEL SHARMA
33	TIAS/BAJMC/2025-29/710	9560657802	PRACHI SHARMA
34	TIAS/BAJMC/2025-29/726	9625135289	SHUBHANGI RAJPUT
35	TIAS/BAJMC/2025-29/724	9650631697	BHUMIKA
36	TIAS/BAJMC/2025-29/702	9654311135	POORNIMA
37	TIAS/BAJMC/2025-29/705	9677284294	ASNETH JOSEPH
38	TIAS/BAJMC/2025-29/731	9711820382	PARITOSH GAUR
39	TIAS/BAJMC/2025-29/711	9870554309	RAKSHIT SHARMA
40	TIAS/BAJMC/2025-29/716	9871816952	PALLAVI KUMARI SINGH

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Training and Placement Cell

Report on Workshop on Public Speaking & Presentation Skills

Title of Activity*	Workshop on Public Speaking & Presentation Skills
Program Theme*	Enhancing Communication Competence and Presentation Effectiveness among Students for Career Readiness
Objectives	● To develop effective public speaking skills among students ● To enhance confidence in delivering presentations ● To improve verbal and non-verbal communication skills ● To prepare students for interviews, group discussions, and professional interactions ● To provide practical exposure to real-life presentation scenarios
The context	In today's competitive professional environment, strong communication and presentation skills are essential for career success. Many students face challenges such as stage fear, lack of confidence, and ineffective expression of ideas. This workshop was organized by the Training and Placement Cell to address these gaps and equip students with the necessary skills to communicate confidently and present their ideas effectively in academic and professional settings.
Learning Outcomes	● Students gained confidence in public speaking ● Improved clarity in communication and articulation of ideas ● Enhanced understanding of body language and voice modulation ● Ability to structure and deliver impactful presentations ● Better preparedness for interviews and group discussions
Evidence of Success	● Active participation of students during interactive sessions ● Improved confidence observed during practice presentations ● Positive feedback received from participants ● Students demonstrated better communication and presentation techniques ● Increased engagement and enthusiasm throughout the session

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Challenges	● Initial hesitation and stage fear among students ● Limited time for individual practice ● Varied levels of communication skills among participants ● Need for more such sessions for continuous improvement
External Expert	NA
Internal Expert/Faculty	**Dr. Shalini Gupta**
Date	6th April, 2026
Time	12.30PM-1.30PM
Venue	Room No. 1409, PG Building TIAS
Social media link	
Poster/Flyer/Notice*	

No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	07
No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	01
No. of External Participants (students + faculty) [write NA if not applicable]	NA
Geotag Photographs(with Caption)*	

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	Students participated in the workshop
Report: Description in (min 250 to max 800 words)*`	The Training and Placement Cell organized a workshop on "Public Speaking & Presentation Skills" on 6th April 2026 at Room No. 1409, PG Building, TIAS. The session was conducted by Dr. Shalini Gupta with the objective of enhancing students' communication abilities and preparing them for professional challenges. The workshop focused on the importance of effective communication in academic and corporate environments. It began with an introduction to public speaking, highlighting its relevance in interviews, group discussions, and workpla[illegible]. Students were guided on

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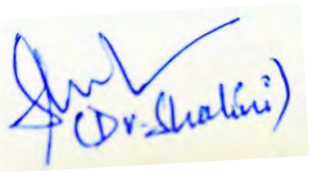
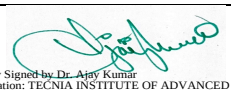
	overcoming stage fear and building confidence while speaking in front of an audience. Various important aspects such as voice modulation, body language, eye contact, and content structuring were discussed in detail. The session also included practical examples and interactive activities where students were encouraged to present their ideas. These activities helped students understand their strengths and areas of improvement. Dr. Shalini Gupta emphasized the importance of clarity, confidence, and consistency in communication. Tips on handling nervousness, organizing thoughts, and engaging the audience were also shared. Students actively participated in discussions and demonstrated keen interest throughout the session. The workshop proved to be highly beneficial as it provided a platform for students to practice and improve their presentation skills. The participants expressed satisfaction with the session and appreciated the practical approach adopted during the workshop. Overall, the session was successful in achieving its objectives and contributed significantly to the personal and professional development of the students.
Attendance Sheet*	Attached at the end of Report
For Office Use: Notification No.	
Name and Signature of Event Coordinator/ Nodal Club Officer/Club Incharge(with stamp)	Dr. Shalini Gupta 
List of Participants Attached (Separate Page)	

List of Participants

Title of the Event/Activity: -Workshop on Public Speaking & Presentation Skills

Date: 06-04-2026

S.No	Enrollment Number	Name
1	317001723	OM SAHNI
2	417001723	ADITYA KAUSHIK
3	2517001723	KRISHANG SURI
4	4317001723	MOHD ARIF KHAN
5	4817001723	AKSHAT JAIN
6	5317001723	YASHPREET SINGH
7	06017001723	HARDIK KAKKAR



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TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)
Approved by AICTE, Ministry of Education Govt. of India,
Affiliated to G.G.S.I.P. University & Recognized Under Sec. 2(f) of UGC Act 1956.
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085
Organized by: Integrated Marketing Club

Report on Workshop on RJ Skills and Anchoring

Title of Activity*	Workshop on RJ Skills and Anchoring
OBE Values	Skill Development, Communication Competence, Professional Ethics, Confidence Building, Industry Exposure
Event – Awareness/Outreach	Awareness Programme
Program Theme*	Professional skill development in media communication through interactive industry workshop
In association with (Dept./ Centre/ Cells/Clubs/ Committees Name)	93.5 Red FM and Department of Journalism and Mass Communication
Objectives	• To provide students with practical exposure to radio jockeying and anchoring skills • To enhance students' voice modulation, articulation, and presentation abilities • To familiarize learners with real-time media industry practices • To build confidence in public speaking and live audience interaction • To create awareness about career opportunities in radio and broadcast media
The context	In the rapidly evolving media and communication industry, practical exposure and industry interaction play a vital role in shaping competent professionals. Radio jockeying and anchoring demand strong communication skills, spontaneity, confidence, and audience engagement techniques. This workshop was conceptualized to bridge the gap between classroom learning and industry expectations by offering students hands-on training from an experienced radio professional. The initiative aligns with outcome-based education by focusing on experiential learning and skill enhancement.
Learning Outcomes	• Gained hands-on knowledge about radio jockeying techniques • Understood the role of media communication in engaging audiences • Learned the basics of voice modulation, scripting, and live interaction • Improved public speaking and on-air confidence • Explored career opportunities in radio and media industries
External Expert	RJ Swati
Internal Expert	Dr. Upasana Khurana

Dr. Shivendra Kr. Rai
HOD

Dr. Upasana Khurana

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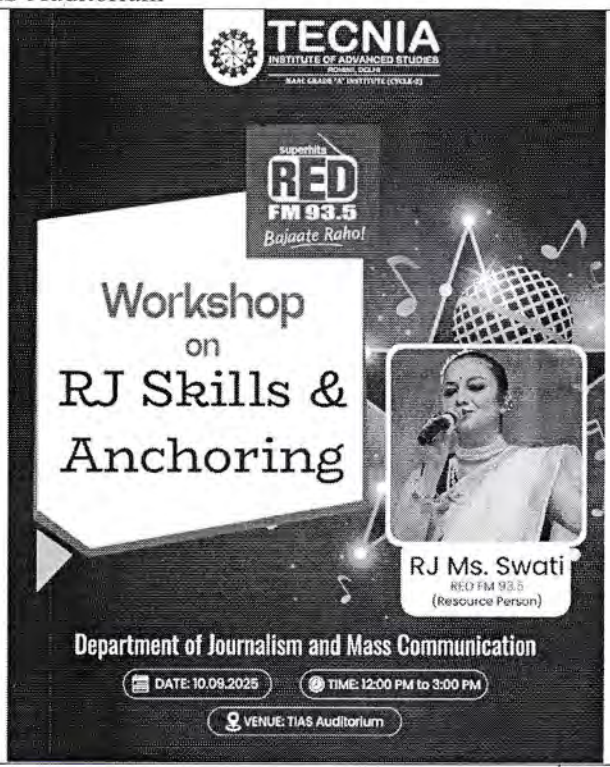
List of Volunteers	Mr. Abhinav Gupta Ms. Deepika Panchal
Resources	• Auditorium infrastructure and audio-visual equipment • Microphones and sound system • Industry expertise of RJ Swati, 93.5 Red FM • Faculty coordination and student volunteers
Evidence of Success	• Active participation of 171 students • High level of student engagement during live activities and simulations • Positive feedback from participants regarding skill enhancement • Improved confidence and communication skills observed during sessions • Interactive Q&A reflecting students' interest in media careers
Challenges	• Managing time effectively for hands-on activities due to large student participation • Ensuring equal participation opportunities for all students • Limited duration to cover advanced radio broadcasting techniques
Date*	10th September, 2025
Time*	12:00 Noon to 3:00 PM
Venue	TIAS Auditorium
Poster/Flyer/Notice*	
No. of Students* *(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)*	171

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BA(JMC)-TIAS

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No. of Faculty* *(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)*	1
No. of External Participants (students + faculty) *[write NA if not applicable]*	NA

Photograph*



Students actively participating in live anchoring and mock RJ sessions, gaining practical exposure to on communication skills.



The Workshop on RJ Skills & Anchoring begins with an insightful session by RJ Swati from 93.5 Red FM, inspirir students to explore the dynamic world of radio broadcasting.

Report: Description in (min 250 to max 800 words)*	On 10th September 2025, the Department of Journalism and Mass Communication at Tecnia Institute of Advanced Studies successfully organized a highly interactive Workshop on RJ Skills & Anchoring at the TIAS Auditorium. The event, conducted from 12:00 PM to 3:00 PM, was attended by BAJMC students, eager to gain industry-relevant knowledge and hands-on experience from a professional in the field. The session was led by Ms. Swati, Radio Jockey, 93.5 RED FM, who shared her rich professional experience in radio jockeying and anchoring.

BA(JM)

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	The workshop focused on practical learning and skill development, providing students with a real-time understanding of voice modulation, script writing, stage management, and audience engagement techniques. Students actively participated in several exercises such as live anchoring simulations, mock RJ sessions, and impromptu public speaking rounds. RJ Ms. Swati provided expert feedback, demonstrating how to maintain energy, spontaneity, and professionalism on air and during stage anchoring. She also emphasized the importance of clear articulation, maintaining a pleasant tone, and engaging the audience effectively. Furthermore, the workshop delved into the technical aspects of radio broadcasting, including managing studio equipment, handling live calls, and understanding content flow. RJ Swati also addressed frequently encountered challenges in the profession and offered practical tips to overcome them. The event concluded with a Q&A session, where students asked pertinent questions about career opportunities, the evolving role of radio in the digital age, and personal experiences of the resource person. The session was well-received by participants, leaving them motivated and better prepared for media industry demands. Overall, the workshop enriched students' professional knowledge, sharpened their practical skills, and created an inspiring learning atmosphere that bridged the gap between academic theory and industry practice.
Resource Person Profile	RJ Swati is a professional Radio Jockey with 93.5 Red FM, having extensive experience in radio broadcasting, live anchoring, audience engagement, and content presentation. She is known for her dynamic on-air presence and practical insights into the radio industry.
Attendance Sheet*	*Attached at the end of Report*
Report Submitted by Nodal Officer/Event Coordinator *(write faculty coordinator name)*	Dr. Upasana Khurana
For Office Use: Notification No.	
Signature of Event Coordinator	

List of Participants		
S. No.	**Name**	**Course**
1.	**Mehak Wasan**	**BAJMC**
2.	**Kartik**	**BAJMC**
3.	**Jyoti Kushwaha**	**BAJMC**
4.	**Jaitsri Kaur**	**BAJMC**
5.	**Uday**	**BAJMC**
6.	**Mohak Seth**	**BAJMC**
7.	**Abhinav Gupta**	**BAJMC**
8.	**Kamakshi**	**BAJMC**
9.	**Nupur**	**BAJMC**
10.	**Vaibhav**	**BAJMC**

BAJ

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11.	Anmol Abichandani	BAJMC
12.	Divija Bhandari	BAJMC
13.	Atishay Jain	BAJMC
14.	Vani	BAJMC
15.	Vani	BAJMC
16.	Evyan Kumar	BAJMC
17.	Shaurya Jayaswal	BAJMC
18.	Harshita Soni	BAJMC
19.	Harshita Gupta	BAJMC
20.	Kavya Sharma	BAJMC
21.	Kushal Sharma	BAJMC
22.	Tanishka Jain	BAJMC
23.	Sarthak Sharma	BAJMC
24.	Pooja	BAJMC
25.	Khushi Das	BAJMC
26.	Tanushka	BAJMC
27.	Khanak	BAJMC
28.	Abhinav Kumar	BAJMC
29.	Rupansh	BAJMC
30.	Sangini Ghosh	BAJMC
31.	Aarti Sehdev	BAJMC
32.	Jaanasheen	BAJMC
33.	Dolly Chawla	BAJMC
34.	Sneha	BAJMC
35.	Abhay Kumar Solanki	BAJMC
36.	Nishant Kumar Singh	BAJMC
37.	Gunn Arora	BAJMC
38.	Harsh	BAJMC
39.	Aarav Arora	BAJMC
40.	Niyati Bist	BAJMC
41.	Pratham Sethi	BAJMC
42.	Mehak Jain	BAJMC
43.	Naman Kumar	BAJMC
44.	Chaitanya Gandhi	BAJMC
45.	Mehak Kaushik	BAJMC
46.	Bhoomi	BAJMC
47.	Rivanshi Thakur	BAJMC
48.	Dyanshi Sharma	BAJMC
49.	Kriti Malhotra	BAJMC
50.	Anshul Sharma	BAJMC
51.	Smiti	BAJMC
52.	Jasveen	BAJMC
53.	Yash Singh Bisht	BAJMC
54.	Kritika	BAJMC
55.	Palak Oberoi	BAJMC

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56.	Anannya Goel	BAJMC
57.	Deepika	BAJMC
58.	Vanshika Rohira	BAJMC
59.	Ishaan Sirohi	BAJMC
60.	Pranav Vashisth	BAJMC
61.	Manya Khurana	BAJMC
62.	Garima Singh Rajput	BAJMC
63.	Bhumika Sharma	BAJMC
64.	Amul	BAJMC
65.	Mehak	BAJMC
66.	Pragyansh	BAJMC
67.	Daksh Bajaj	BAJMC
68.	Bhumika Sharma	BAJMC
69.	Anshika	BAJMC
70.	Ujjwal Gupta	BAJMC
71.	Heenakshi Wadhwa	BAJMC
72.	Digonto Banerjee	BAJMC
73.	Anjali	BAJMC
74.	Manvi Sharma	BAJMC
75.	Rumesa Khan	BAJMC
76.	Kripa Grover	BAJMC
77.	Rachit Dimri	BAJMC
78.	Abhishek Mishra	BAJMC
79.	Suhani Naraina	BAJMC
80.	Sanjana Singh	BAJMC
81.	Vidhi Sikka	BAJMC
82.	Diva Chawla	BAJMC
83.	Piyush Kathuria	BAJMC
84.	Krishnandu Das	BAJMC
85.	Tushar Verma	BAJMC
86.	Krish Khatri	BAJMC
87.	Dev Gupta	BAJMC
88.	Dhruv Yadav	BAJMC
89.	POORNIMA JAIN	BAJMC
90.	KRITIKA MISHRA	BAJMC
91.	AANCHAL BORA	BAJMC
92.	RUPAKASHI SETHI	BAJMC
93.	SHUBH JOHRI	BAJMC
94.	CHHAVI	BAJMC
95.	RISHABH CHAUHAN	BAJMC
96.	VANSHIKA JAIN	BAJMC
97.	RADHIKA MOTWANI	BAJMC
98.	PURVI MANGLA	BAJMC
99.	SIDDHARTH GAUR	BAJMC
100.	VANSH KHURANA	BAJMC
101.	JONATHAN ANTHONY	BAJMC
102.	MEHAK KAPOOR	BAJMC
103.	GIRISHA SACHDEVA	BAJMC

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104.	ANSHUM VERMA	BAJMC
105.	SARTHAK SHARMA	BAJMC
106.	MAYANK SEHRAWAT	BAJMC
107.	SAKSHI KUMARI	BAJMC
108.	SHREYA SINHA	BAJMC
109.	MANVI KHAITAN	BAJMC
110.	SHIVAM BAJAJ	BAJMC
111.	NAVNEET KAUR	BAJMC
112.	DHRUV BHATIA	BAJMC
113.	MUSKAN ASOPA	BAJMC
114.	AMAN ACHARYA	BAJMC
115.	GARV	BAJMC
116.	SHALOM CHATTERJEE	BAJMC
117.	NANIKA DHINGRA	BAJMC
118.	ANSH PANCHAL	BAJMC
119.	JYOTI YADAV	BAJMC
120.	YASH AGGARWAL	BAJMC
121.	MAHIMA JOSHI	BAJMC
122.	AARÜSH GARG	BAJMC
123.	PRACHI BOTHRA	BAJMC
124.	SHINE SARPAL	BAJMC
125.	PULKIT SHARMA	BAJMC
126.	KASHVI JAIN	BAJMC
127.	SHIVAM SHARMA	BAJMC
128.	AANYA SHARMA	BAJMC
129.	UNNATI BANSAL	BAJMC
130.	NITIN	BAJMC
131.	KASHISH JHA	BAJMC
132.	ADDHYAN GOSWAMI	BAJMC
133.	ANGAD SINGH	BAJMC
134.	DIKSHA	BAJMC
135.	DEEPANSHI YADAV	BAJMC
136.	KANISHTHA SHARMA	BAJMC
137.	ANGEL SHARMA	BAJMC
138.	RASHI	BAJMC
139.	TANZIL CHAWLA	BAJMC
140.	AADYA SHREE JAIN	BAJMC
141.	LUCKY NEGI	BAJMC
142.	SNEHA KUMARI	BAJMC
143.	KATYANI GARG	BAJMC
144.	PRATIMA GUPTA	BAJMC
145.	BHAVI KOHLI	BAJMC
146.	ANSHUL SALUJA	BAJMC
147.	KHUSHI MISHRA	BAJMC
148.	RIVA BALIYAN	BAJMC
149.	AADYA SISODIA	BAJMC
150.	JAY MADAN	BAJMC
151.	ANGEL SHARMA	BAJMC
152.	PRACHI SHARMA	BAJMC

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153.	SHUBHANGI RAJPUT	BAJMC
154.	BHUMIKA	BAJMC
155.	POORNIMA	BAJMC
156.	ASNETH JOSEPH	BAJMC
157.	PARITOSH GAUR	BAJMC
158.	RAKSHIT SHARMA	BAJMC
159.	PALLAVI KUMARI SINGH	BAJMC
160.	VANYA BHAGAT	BAJMC
161.	PRANATI	BAJMC
162.	HANSIKA TIWARI	BAJMC
163.	PEARL KHANNA	BAJMC
164.	ASHISH KAUSHIK	BAJMC
165.	KESHAV BAJAJ	BAJMC
166.	KABIR SETHI	BAJMC
167.	TAMANNA CHUGH	BAJMC
168.	HARSHITA MONGA	BAJMC
169.	CHARVI JAIN	BAJMC
170.	GURLEEN KAUR	BAJMC
171.	SHANAYA GANDHI	BAJMC

Dr. Shivedu Kr. Jai

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Department of Journalism and Mass Communication

Report on Workshop on Search Engine Optimization (SEO)

Title of Activity*	Workshop on Search Engine Optimization (SEO)
Subject	Digital Media Marketing
Values	Promoting analytical and critical thinking
Learning Outcomes	• Gained comprehensive understanding of Search Engine Optimization and its types • Learned practical techniques for keyword research, on-page and off-page optimization • Understood the importance of SEO in digital media visibility and brand growth • Acquired skills to analyze website traffic and improve ranking through SEO tools • Strengthened awareness of ethical practices and evolving trends in search marketing
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name) *	Department of Journalism and Mass Communication
Program Theme*	Enhancing digital communication skills through practical learning of Search Engine Optimization techniques
External Expert / Internal Expert	Dr. Nimish Kapoor
Date*	13.10.2025
Time*	12:30 PM onwards
Venue	Room No. 1409, PG Building

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Dr. Shivendra Kr. Rai
HoD
BA(JMC)-TIAS

Poster/Flyer/Notice*



External Expert
Dr. Nimish Kapoor

No. of Students* *(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)*	47
No. of Faculty* *(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)*	01
No. of External Participants (students + faculty) *[write NA if not applicable]*	NA

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Poster/Flyer/Notice*



External Expert
Dr. Nimish Kapoor

No. of Students* *(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)*	47
No. of Faculty* *(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)*	01
No. of External Participants (students + faculty) *[write NA if not applicable]*	NA

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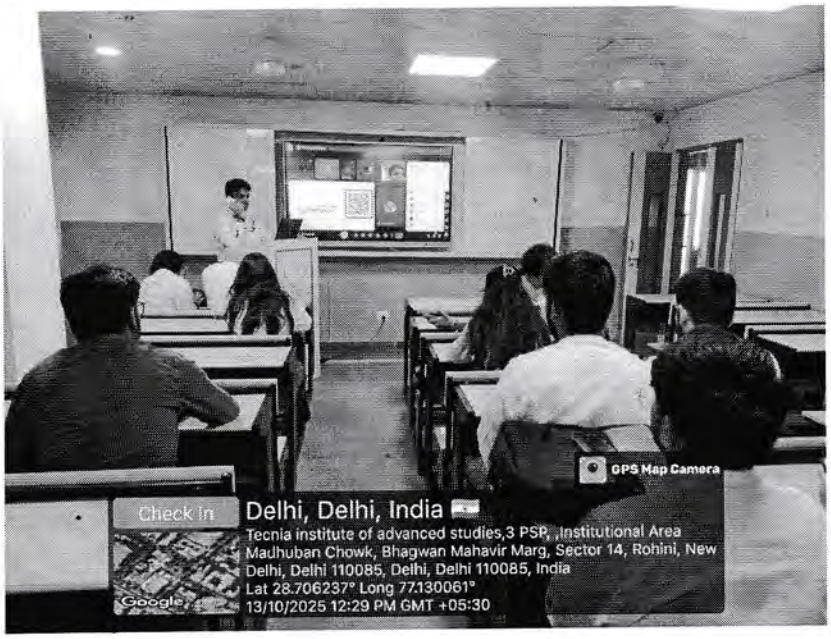
Photograph*







Report:

Description in (min 250 to max 800 words)

On 13th October 2025, the Department of Journalism and Mass Communication at TECNIA Institute of Advanced Studies organized a participative learning workshop on *Search Engine Optimization (SEO)* in Room No. 1409, PG Building. The session commenced at 12:30 PM and witnessed the enthusiastic participation of 65 students, guided by the internal faculty coordinators.

The objective of the workshop was to introduce students to the core concepts and applications of SEO within the context of digital marketing. The workshop aimed to equip learners with the prac ired to improve the online

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	visibility of websites and digital content through strategic optimization techniques. The session began with an overview of SEO fundamentals—covering its types, such as *On-Page SEO, Off-Page SEO,* and *Technical SEO.* Students were introduced to the significance of keywords, meta tags, backlinks, and user engagement in achieving higher search engine rankings. Faculty members demonstrated the use of analytical tools such as *Google Analytics, Google Search Console,* and *Yoast SEO* for real-time website analysis and optimization. Students actively participated in keyword research exercises, content optimization demonstrations, and performance analysis of sample websites. The participative learning method encouraged discussion, problem-solving, and peer collaboration, allowing students to apply theoretical knowledge to practical tasks. The workshop also emphasized the ethical dimensions of SEO, addressing issues like plagiarism, black-hat techniques, and the importance of maintaining content originality. Students gained awareness of how SEO plays a pivotal role in shaping digital marketing strategies and influencing audience engagement. Overall, the *Workshop on SEO* proved to be highly beneficial for students, helping them bridge the gap between classroom learning and real-world application. It enhanced their technical proficiency, analytical mindset, and strategic approach to digital media content creation.
Recourse Person Profile	NA
Attendance Sheet*	*Attached at the end of Report*
Report Submitted by Event Coordinator *(write faculty coordinator name)*	Ms. Swati Gupta, Assistant Professor BA (J&MC), TIAS
For Office Use	
Signature of Event Coordinator	

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List of Participants

S.NO.	STUDENT ID	ENROLL NO.	NAME OF STUDENT
1	TIAS/BAJMC/2023-26/17810	00117002423	MEHAK WASAN
2	TIAS/BAJMC/2023-26/17712	00417002423	JAITSRI KAUR
3	TIAS/BAJMC/2023-26/17734	00517002423	UDAY
4	TIAS/BAJMC/2023-26/17729	00617002423	MOHAK SETH
5	TIAS/BAJMC/2023-26/17710	00717002423	ABHINAV GUPTA
6	TIAS/BAJMC/2023-26/17742	00917002423	KAMAKSHI
7	TIAS/BAJMC/2023-26/17725	01017002423	MADHAV ARORA
8	TIAS/BAJMC/2023-26/17757	01117002423	NUPUR
9	TIAS/BAJMC/2023-26/17738	01217002423	VAIBHAV
10	TIAS/BAJMC/2023-26/17707	01317002423	ANMOL ABICHANDANI
11	TIAS/BAJMC/2023-26/17727	01417002423	DIVIJA BHANDARI
12	TIAS/BAJMC/2023-26/17726	01517002423	ATISHAY JAIN
13	TIAS/BAJMC/2023-26/17715	01617002423	VANI
14	TIAS/BAJMC/2023-26/17756	01717002423	VANI
15	TIAS/BAJMC/2023-26/17759	01817002423	EVYAN KUMAR
16	TIAS/BAJMC/2023-26/17714	01917002423	SHAURYA JAYASWAL
17	TIAS/BAJMC/2023-26/17723	02117002423	HARSHITA GUPTA
18	TIAS/BAJMC/2023-26/17716	02217002423	KAVYA SHARMA
19	TIAS/BAJMC/2023-26/17711	02317002423	KUSHAL SHARMA
20			

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	TIAS/BAJMC/2023-26/17705	02417002423	TANISHKA JAIN
21			
22	TIAS/BAJMC/2023-26/17731	02517002423	SARTHAK SHARMA
23			
24	TIAS/BAJMC/2023-26/17719	02617002423	POOJA
25	TIAS/BAJMC/2023-26/17706	02717002423	KHUSHI DAS
26	TIAS/BAJMC/2023-26/17730	02817002423	TANUSHKA
27	TIAS/BAJMC/2023-26/17758	02917002423	KHANAK
28	TIAS/BAJMC/2023-26/17737	03017002423	AMBUJ AHLLUWALYA
29	TIAS/BAJMC/2023-26/17717	03117002423	ABHINAV KUMAR
30	TIAS/BAJMC/2023-26/17736	03217002423	RUPANSH
31	TIAS/BAJMC/2023-26/17722	03317002423	SANGINI GHOSH
32	TIAS/BAJMC/2023-26/17754	35917002423	RIVANSHI THAKUR
33	TIAS/BAJMC/2023-26/17713	03417002423	AARTI SEHDEV
34	TIAS/BAJMC/2023-26/17741	03517002423	JAANASHEEN
35	TIAS/BAJMC/2023-26/17702	03617002423	DOLLY CHAWLA
36	TIAS/BAJMC/2023-26/17732	03717002423	SNEHA
37	TIAS/BAJMC/2023-26/17724	03817002423	ABHAY KUMAR SOLANKI
38	TIAS/BAJMC/2023-26/17735	03917002423	NISHANT KUMAR SINGH
39	TIAS/BAJMC/2023-26/17720	04117002423	HARSH
40	TIAS/BAJMC/2023-26/17752	35117002423	AARAV ARORA
41	TIAS/BAJMC/2023-26/17747	35217002423	NIYATI BIST
42	TIAS/BAJMC/2023-26/17744	35317002423	PRATHAM SETHI
43	TIAS/BAJMC/2023-26/17749	3541700[illegible]	MEHAK JAIN

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44	TIAS/BAJMC/2023-26/17746	**35517002423**	**NAMAN KUMAR**
45	TIAS/BAJMC/2023-26/17743	**35617002423**	**CHAITANYA GANDHI**
46	TIAS/BAJMC/2023-26/17751	**35717002423**	**MEHAK KAUSHIK**
47	TIAS/BAJMC/2023-26/17750	**35817002423**	**BHOOMI**

HoD
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Affiliated to G.G.S.I.P. University & Recognized Under Sec. 2(f) of UGC Act 1956.
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Training and Placement Cell

Report on Workshop on Soft Skills Development

Title of Activity*	**Soft Skills Development Workshop**
Program Theme*	Enhancing interpersonal, communication, and professional skills to improve students' employability and personality development.
Objectives	• To develop effective communication and interpersonal skills among students • To enhance confidence and personality traits required in professional environments • To improve teamwork, leadership, and problem-solving abilities
The context	The Soft Skill Development Workshop was organized to equip students with essential interpersonal and professional skills required in today's competitive environment. While technical knowledge is important, soft skills play a crucial role in career success and workplace effectiveness. The workshop aimed to provide students with practical exposure to communication techniques, personality development, and professional behavior expected in corporate settings.
Learning Outcomes	• Understand the importance of soft skills in personal and professional life • Develop effective verbal and non-verbal communication skills • Improve confidence in public speaking and group interactions • Enhance teamwork, leadership, and decision-making abilities
Evidence of Success	• Active participation of students in interactive activities and discussions • Improved confidence levels during presentations and group tasks • Positive feedback from participants regarding practical learning
Challenges	• Some students were initially hesitant to participate in activities • Varied levels of communication skills among participants • Limited time for individual feedback and practice
External Expert	NA
Internal Expert/Faculty	**Dr. Shalini Gupta**

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Date	2nd March, 2026
Time	12.30PM-1.30PM
Venue	Room No. 1409, PG Building TIAS
Social media link	
Poster/Flyer/Notice*	

No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	15
No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	01
No. of External Participants (students + faculty) [write NA if not applicable]	NA

Geotag Photographs(with Caption)*

Photographs



Studer the workshop

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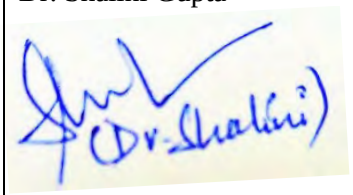
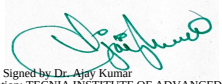
Report: Description in (min 250 to max 800 words)*`	A Soft Skill Development Workshop was successfully organized by the Training and Placement Cell on 2nd March 2026 at the TIAS Campus from 12:30 PM to 1:30 PM. The primary objective of the workshop was to enhance students' interpersonal, communication, and professional skills, which are essential for career growth and employability. The session was conducted by Dr. Shalini Gupta, who served as the Internal Expert and Faculty. The workshop commenced with an introduction to the importance of soft skills in today's professional environment. Students were made aware of how communication skills, body language, attitude, and emotional intelligence play a vital role in personal and career success. The session included interactive activities such as group discussions, role plays, and short presentations to encourage student participation. These activities helped students overcome hesitation and build confidence in expressing their ideas. Emphasis was also laid on non-verbal communication, including gestures, posture, and eye contact, which significantly impact professional interactions. Overall, the workshop proved to be highly interactive and beneficial. It helped students build confidence, improve communication skills, and develop a positive attitude towards professional growth. The session successfully achieved its objectives by equipping participants with essential soft skills required for academic and career success.
Attendance Sheet*	Attached at the end of Report
For Office Use: Notification No.	
Name and Signature of Event Coordinator/Nodal Club Officer/Club Incharge(with stamp)	Dr. Shalini Gupta 
List of Participants Attached (Separate Page)	



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List of Participants

Title of the Event/Activity: -Workshop on Soft Skills Development

Date: 02-03-2026

S.No	Enrollment. Number	Name
1	317001723	OM SAHNI
2	417001723	ADITYA KAUSHIK
3	517001723	KHUSHI LUTHRA
4	2217001723	AKSHAY KHATTAR
5	00617001723	SUKALYAN BHATTACHARYA
6	00717001723	ABHISHEK JAIN
7	2317001723	ASTHA DUA
8	2517001723	KRISHANG SURI
9	3117001723	DIYA NIJHAWAN
10	3817001723	ANJALI GUPTA
11	4217001723	LAVI YADAV
12	4317001723	MOHD ARIF KHAN
13	4617001723	MAHI CHOUDHARY
14	4817001723	AKSHAT JAIN
15	5317001723	YASHPREET SINGH

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