

Value Added Course (Web Writing and Web Publishing)

Department of English under the aegis of the IQAC

Overview

The Department of English, in collaboration with the IQAC of Government General Degree College, Singur, Hooghly, is carrying out a Value Added Course (VAC) from 31.07.2020 to 06.09.2020. This six week course on Web Writing and Web publishing is offered to orient students from various disciplines, but mostly from the language and literature backgrounds to reach out to the ever growing market on online writing industry. The lectures has covered a wide range of requirements like content writing, content publishing, social media marketing, online advertising and copy writing, online journalism, blog writing, creating startups with online writing portals, blogging on various aspects and micro blogging. Lectures have been delivered by the faculty members of the department as well as professionals from reputed houses as well as senior freelance writers. They have not only provided inputs, given advises and shared their experiences but also answered to the various doubts of the participants.

Course Type: Value Added Course

Platform: Google Meet convened through G Suit

Course Topic: Web Writing and Web Publishing

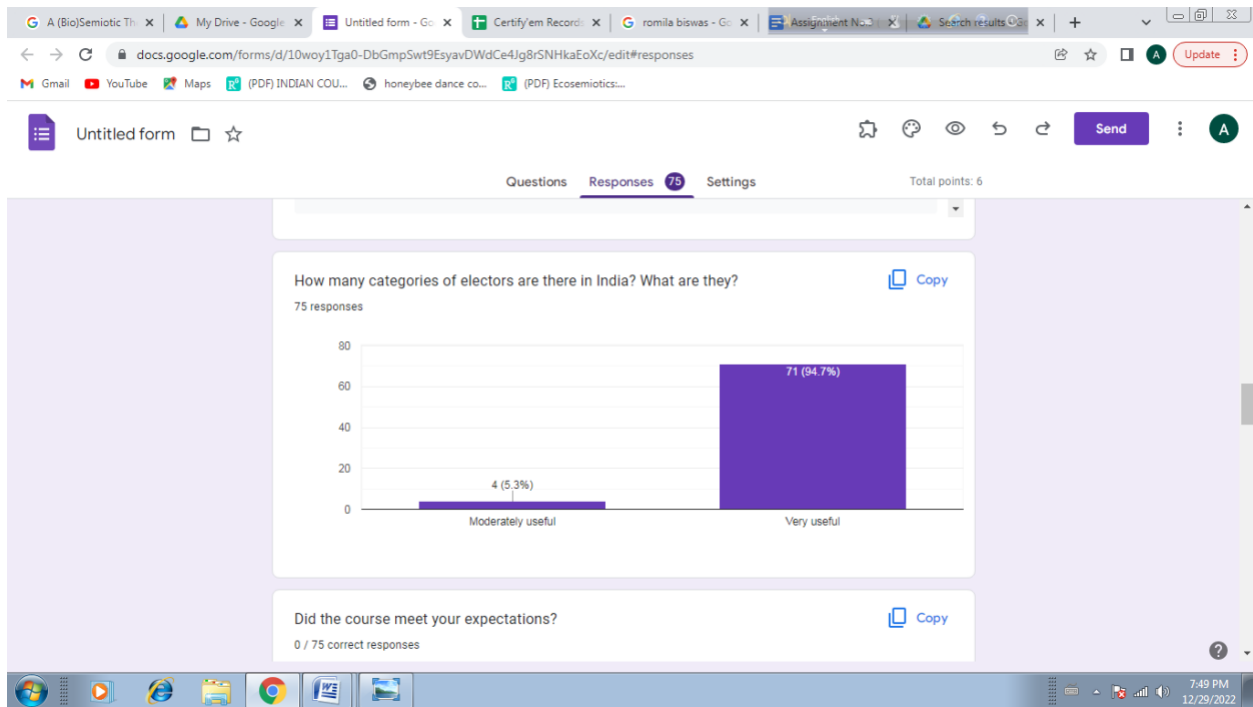
Total Duration: seven weeks (15 hours including feedback and online test)

Participants: 242 registered (120 regular attendee)

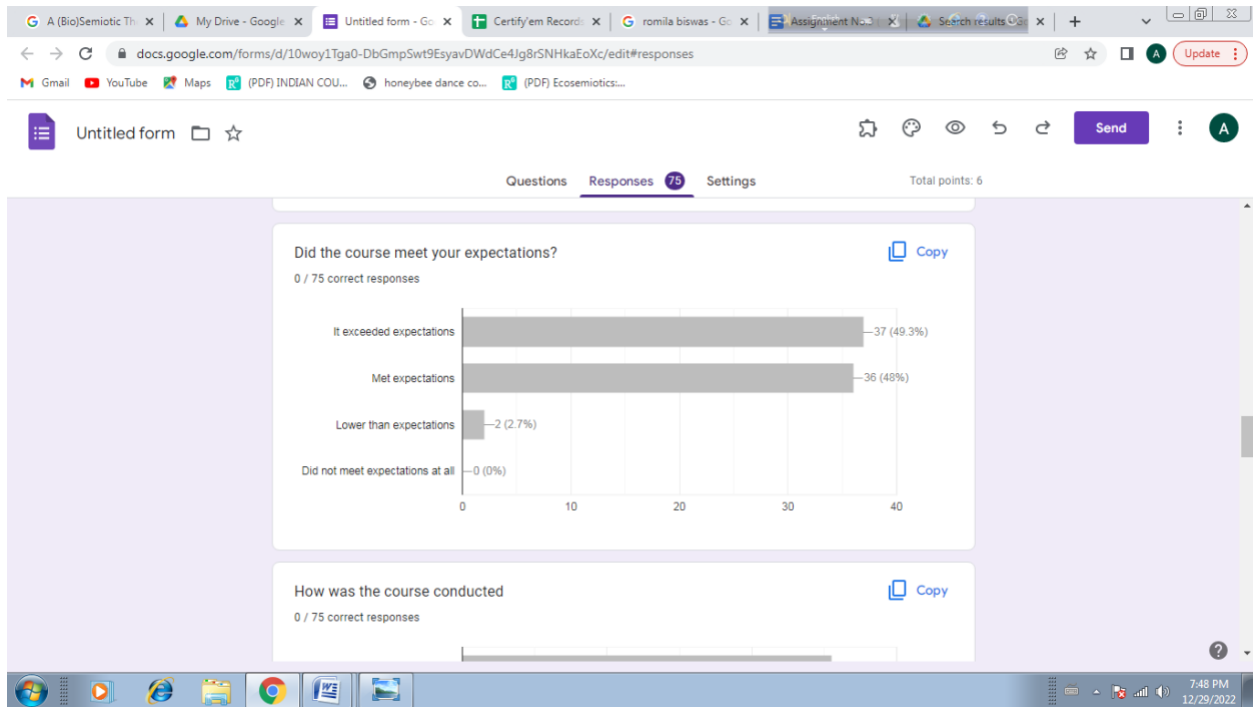
Resource Persons: Faculty members, industry Professionals, Senior Freelance content writers, editors and journalist

Attainment Report

Nearly 80% of the participants found the course to be useful as a preparatory ground for shaping their future career



49.3% of the participants certified that the course conducted were in excess of their expectations, while 48% responded by saying that the course met their expectations. Some of participants have responded by stating how this course has helped them in securing job.



Employment

Saheli Sadhukhan from East Calcutta Girls College has joined Paperskraft Solutions as a Senior Academic Content Writer after completing the course. Some are freelancing and creating contents on their own. Here are some of the contents that have been produced after the completion of the course:

A (Bio)Semiotic Theory of Transla... x | My Drive - Google Drive x | in saheli sadhukhan - Senior Center... x | + | English

in.linkedin.com/in/saheli-sadhukhan-8b7516212

Gmail YouTube Maps (PDF) INDIAN COU... honeybee dance co... (PDF) Ecosemiotics...

LinkedIn Discover People Learning

"YOUR FUTURE IS CREATED BY WHAT YOU DO NOT { TODAY } TOMORROW"

saheli sadhukhan
Senior academic content writer at Paperkraft Solutions Pvt Ltd
Rajarhat, West Bengal, India
475 followers · 465 connections

Join to connect

Contact saheli for services

Paperkraft Solutions Private Limited
Netaji Subhas Open University

Dyuti Das from the Department of Comparative Indian Languages and Literature, Calcutta University, works extensively as a freelance content creator, apart from being a core academic writer. She also benefitted from the course. She freelanced for FaBurn, creating content for this fashion/ entertainment start-up.

Many other participants also benefitted by acquiring web content related skills. Given below are some of the links to contents produced by the participants of the course:



Online advertising teaser created by Ayana Santra, a participant in the Course

Name : **Salma Yeasmin**
Assignment date : **01.08.2020**
Topic : **A content page on 'Bonsai in India.'**

Bonsai in India :

'Bon-sai' is a Japanese word that literally means "planted in a container". It is a small tree produced by preventing the normal growth of a tree by using specific kind of tools (bonsai



tools).

How to grow bonsai in India :

Those who like to gardening, sometimes also like to know the process of how to grow bonsai. There are some Indian process of growing bonsai. Growing bonsai is as interesting as gardening that a lot of people like. Here are some tools required to make bonsai -- containers, scissors, wire, saplings, water measuring jar, knife, soil and fertilizer.

- **Use of bonsai:** You can keep a bonsai to your bedroom, dining room, balcony, kitchen and even in your office. It gives you a fresh and soothing feeling and also helps you feel relaxing after a hard work.
- **Types of bonsai:** bamboo bonsai, orange bonsai, banyan bonsai, KAAs tree bonsai, apple bonsai, coconut bonsai e.t.c

Short Content page created by Salma Yeasmin, another participant of the VAC Course.

Many participants are pursuing their postgraduate studies, on the completion of which they will enter the professional sphere. We are sure, we will see more beneficiaries from the course with direct attainment in terms of employability at that point of time.