

DR. AMBEDKAR COLLEGE

DEEKSHA BHOOMI NAGPUR

DEPARTMENT OF ENGLISH

REPORT ON GUEST LECTURE: CONTENT WRITING

RESOURCE PERSON: MS. PARUL KOTHARI, Freelance Content Writer | IELTS / PTE Mentor

TOPIC OF THE LECTURE: CONTENT WRITING AS CAREER OPTION FOR ELT STUDENTS

Date: 14 MARCH 2022

NUMBER OF PARTICIPANTS: 64: FEMALES: 39: MALES: 25

DR. AMBEDKAR COLLEGE, DEEKSHABHOOMI, NAGPUR-10

DEPARTMENT OF ENGLISH

Date : 09/03/2022

NOTICE

All the students of Post Graduate Course in English (M.A. Sem I & Sem IV) are hereby informed that a **LECTURE ON CONTENT WRITING** has been organized by the department of English on Monday 14 March 2022 at 11.00 am. The resource person for the programme is Ms. Parul Kothari, an alumna of our college.

The objective of the programme is to make students equipped with how to organise thoughts in a systematic way in write-ups, articles, blogs, social media posts and other digital contents.

Lecture will be held online via Google Meet platform and link will be shared on whatsapp group as per the scheduled date.

It is compulsory to attend the lecture and submit feedback at the end of the programme.



Dr. Mrs. B. A. Mehere

Principal

Officiating Principal,
Dr. Ambedkar College,
Deekshabhoomi,
NAGPUR.

A Guest Lecture on 'Content Writing As Career Option for ELT Students' was organized by the Department of English via online mood on Google Meet platform on Monday, 14th March 2021. The objective of the program was to make students equipped with how to organize thoughts in a systematic way in write-ups, articles, blogs, social media, posts and other digital contents.

The guest speaker for the program was Ms. Parul Kothari, an Alumna of Dr. Ambedkar College Deekshabhoomi, Nagpur. The program commenced with an introductory speech by Dr. Shailesh Bahadure, Head of the Department of English, DACN. In his talk, he said that he is always in search of new topics and Content Writing is a fine option. Content writing has a great career options for the ELT/literature students. It is a good practice to know about such important aspects from the expert like Ms. Parul Kothari. He said he is much happy that the alumna of our college is conducting the session for the students. It is really a proud moment for him and the department too.

Ms. Parul Kothari, in her lecture said content writing is more than a story writing. We see content in our daily life like blogs on different topics like beauty, skincare, fashion, styling and digital updates. Content writing can lead to a great career in the present times. One should follow steps like selecting genre which is of our taste. Secondly, reading plays very important role in content writing as it gives us matter to write. One must find a comfortable zone in order to concentrate on how certain descriptions can be decorated in a perfect manner. Ms. Parul Kothari shared her own area of interest as Digital Marketing in content writing.

Talking about writing skills, she said basic language and a good command over grammar is must as wide range of audience is reading the write-ups. She suggested that a content writer doesn't need to be creative but fascinating. Once must join social media groups on content writing, updating Facebook account daily, advertising oneself by presenting skills. She concluded her lecture by saying that a content writer must be more enthusiastic towards gaining knowledge and learn every day to excel at what one can do.

Ms. Parul Kothari talk has been extremely insightful and informative. A lively question answer session followed after her discourse. The whole program was conducted by the students of MA Final year like compering by Mr. Ajit Andhare, introduction of the guest by Ms. Rituparna Dudey and a formal vote of thanks was proposed by Ms. Shilpa Raut.

More than sixty students from Undergraduate and Post graduate departments were present. On this occasion, Ms. Anita Tirpude, Mr. Manoj Andraskar, Ms Rupali Bhave, Ms. Devyani Sharma and Mr. Dilip Rathod were also present.

Meet - xmo-vhzj-vre - Google Chrome
meet.google.com/xmo-vhzj-vre?authuser=0&pli=1

Parul Kothari

MANAV ANDRASK...
sushma choure
anita tirpude
Aniket Taklikar
shalaka Paturkar c...
Payal Ingole
46 others
You

xmo-vhzj-vre

Meet - xmo-vhzj-vre - Google Chrome
meet.google.com/xmo-vhzj-vre?authuser=0&pli=1

Parul Kothari

Meet - xmo-vhzj-vre - Google Chrome
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In-call messages

Messages can only be seen by people in the call and are deleted when the call ends.

MANAV ANDRASKAR 11:44 AM
you can sent your questions in the chat box
you can send your questions in the chat box

Ganga Pal 11:50 AM
Ma'am I'm interested in blogging can you u help me with that like about my experiences or anything I want to share how can I do that , I'm not sure if it's related or not to content writing

ritu dubey 11:52 AM
Mam
What are the ways through which one can integrate SEO into your content?

Send a message to everyone

xmo-vhzj-vre

Meet - xmo-vhzj-vre - Google Chrome
meet.google.com/xmo-vhzj-vre?authuser=0&pli=1

In-call messages

Messages can only be seen by people in the call and are deleted when the call ends.

Ganga Pal 11:55 AM
Thank you ma'am

ritu dubey 11:56 AM
Thank you mam

ritu dubey 11:59 AM
Yes mam definitely




























Aniket Taklikar 12:07 PM
Parul mam You were talking too early

You 12:08 PM
THANK YOU VERY MUCH PARUL FOR BEING THERE




























Send a message to everyone

xmo-vhzj-vre

People X


-  **U** **UNSHIMA WAGDE**  
-  **h** **harshana wagde**  
-  **K** **Karishma Mankar**  
-  **kunal Badole**  
-  **L** **LAXMI NRUPNARAYAN**  
-  **MANAV ANDRASKAR**
Meeting host  
-  **Minal Bageshwar**  
-  **Minal Madke**  
-  **Nidhi Dongre**  

People X

-  **A** **ANJALI KHATWANI**  
-  **anup chandrikapure**  
-  **Apurva Makode**  
-  **A** **Ashwini Jidgilwar**  
-  **Bhavesh Ganorkar**  
-  **CDT Pranay Warkhade**  
-  **Devashree Hadekar**  
-  **Dhruv Gajbe**  
-  **Divya Kitukale**  

Guest Lecture on Content Writing

SHALESH BAHADURE




Navigation icons: back, forward, home, search, and a red call button.

Meet - Guest Lecture on Co... x

meet.google.com/xmo-vhjz-vre?pli=1&authuser=0

Apps Settings Five essential listeni... How To Improve En... Lessons for Beginni... Edgar Allan Poe, Sh... National Digital Lib... Difference Between... Dark Romanticism... Reading list



Parul Kothari

Participants list:

- You
- anita tirpude
- Aniket Taklikar
- 52 others

11:55 | Guest Lecture on Content Writing

System tray: Windows taskbar with icons for search, task view, and various applications. System clock shows 11:55 AM on 14-Mar-22.

Shilpa Raut

Guest Lecture on Content Writing

In-call messages

Let everyone send messages

Messages can be seen only by people in the call and are deleted when the call ends.

ritu dubey 11:56
Thank you mam

ritu dubey 11:59
Yes mam definitely


Aniket Taklikar 12:07
Parul mam You were talking too early 😊😊

SHAILESH BAHADURE 12:08
THANK YOU VERY MUCH PARUL FOR BEING THERE WITH US... DEPARTMENT OF ENGLISH OWE YOU SINCERE THANKS...
IT WAS AN EARNEST DELIVERY....

47

42 others

Manoj Andraskar



Meet
Real-time meetings by Google. Using your browser, share your video, desktop, and presentations with teammates and customers.
meet.google.com

Guest Lecture on Content Writing
Organized by The Department of English, Dr. Ambedkar College, Deekshabhoomi, Nagpur.

Guest Speaker : Ms. Parul Kothari, Content Writer & an Alumna of the College.

Monday, 14 Mar 2022 **11:00 am – 1:00 pm**

PLATFORM : Google Meet

LINK TO JOIN : <https://meet.google.com/xmo-vhzej-vre>

22:33