



## Calendar Activity

### Institution's Innovation Council

Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib  
Punjab, India (Autonomous College)

Organises  
Under ATL  
(12<sup>th</sup> August 2025)

The Institutional Innovation Council (IIC) in collaboration with Post Graduate Department of English, of Sri Guru Teg Bahadur Khalsa College organized a virtual Workshop on “Content Writers as Entrepreneurs: Turning Your Passion into a Business” on August 12, 2025. Conducted via Google Meet and offline setting for students, the session aimed to equip students and faculty with practical skills in crafting impactful written content for academic, professional, and creative platforms, and becoming successful entrepreneurs.

Dr. Abhyudita G. Singha, Associate Professor of English, Govt College of Teachers Education, Dharamshala, led the session with insightful guidance on structuring content, understanding audience engagement, and maintaining clarity and coherence in writing. Participants were introduced to various forms of content—from blogs and articles to academic papers and digital storytelling.

The event concluded with a call to integrate content writing into everyday academic and professional communication, reinforcing the college's commitment to nurturing versatile and articulate thinkers.

The main objective of the program was to encourage students to take up Content Writing for entrepreneurship and start-up. This activity was conducted by Dr Gurpreet Kaur, President and Innovation ambassador, IIC on 18<sup>th</sup> March 2025, Dr. Paramjit Kaur, Innovation Ambassador, IIC, and Prof. Parvinder Kaur, other members of IIC and PG Department of English were present.

**Objectives:** Accelerating R &D, Innovation. knowledge and Entrepreneurship in the country

**Benefits:** Enhancing practical skills, motivation and information among the participants

**No. of Faculty and student participants:** 120

**Facebook Link before the event:**

<https://www.facebook.com/share/p/16e1geiQXy/?mibextid=wwXIf>

### Instagram Link:

<https://www.instagram.com/p/DNPbeddyJiu/?igsh=MXFndXZnbmlyc2lubg==>

### Facebook Link after the event:

<https://www.facebook.com/share/p/17AKTiu8j3/?mibextid=wwXIf>

### Instagram Link:

<https://www.instagram.com/p/DNP9kmcSitr/?igsh=dmloM3ZlNnJrZm8x>



