



PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra)

DEPARTMENT OF APPLIED SCIENCES & HUMANITIES

Ref. No. PIET/ASH/LC/2020/01

Date: 21.01.2021

NOTICE

“Crafting the Digital Voice for Aspiring Bloggers”

It is to bring to the notice of all the students of the department that the department of Applied Sciences and Humanities is organizing an online session regarding blog writing. Through this session, you will be able to explore strategies to craft attention-grabbing headlines, structure your posts effectively, and develop a unique voice that sets you apart in the digital sphere. Whether you're a beginner or seasoned blogger, this session promises to equip you with essential skills to craft engaging content that resonates with your audience.

The session will be held on Zoom platform on 28/01/2021 from 11:00 AM onwards.

For registrations the interested students can share their details in google forms circulated through student whatsapp groups.

For any clarifications contact: **9896770862**.

The link will be shared only to the registered students through a separate whatsapp group.

Sr no.	Name	Department	Designation	Contact No.
1	Ms. Radhika	ASH	Coordinator	9896770862

Dr. Vinay Khatri Sc
Head of the Department
Applied Sciences and Humanities,
PIET

Cc:

To all Student WhatsApp groups



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REPORT

- **Title of the Event:** Workshop on “Crafting the Digital Voice for Aspiring Bloggers”
- **Event date:** 28/01/2021
- **Time:** 10:00 a.m. onwards
- **Venue:** Zoom Platform
- **Mode:** Online
- **Resource Person of the session:** Dr. Nisha (Assistant Professor, ASH) 7206718009
- **Name of the coordinator:** Ms. Radhika (ASH)
- **Total no. of attendees in the event:** 28

A one-day workshop on **Crafting the Digital Voice for Aspiring Bloggers** was organized by the department of Applied Sciences and Humanities on November 10, 2020. The event started at 10:00 AM in the morning with a warm welcome to **Dr. Nisha**, the resource person, by **Dr. Vinay Khatri** (HOD ASH) and the coordinator. Dr. Nisha began by explaining what constitutes a digital voice and why it is crucial for bloggers. She defined digital voice as the unique way a blogger conveys their personality, tone, and message through their writing. Dr. Nisha emphasized the importance of choosing a blogging niche that aligns with personal interests and expertise. Dr. Nisha guided students on how to evaluate market trends and audience preferences to refine their niche.

Dr. Nisha outlined effective content structures for blog posts, including the use of engaging headlines, introductions, body content, and conclusions. She demonstrated how to create compelling openings and how to keep readers engaged throughout the post. Dr. Nisha shared techniques for incorporating personal stories, anecdotes, and examples to captivate readers. The importance of maintaining a consistent voice across all posts and platforms was highlighted. Dr. Nisha provided strategies for ensuring consistency while adapting to different content types and topics.

Dr. Nisha discussed strategies for building relationships with readers, including responding to comments, encouraging feedback, and fostering community interaction. The workshop covered how to use social media platforms to promote blog content and engage with a broader audience. Dr. Nisha provided tips on leveraging social media to enhance the reach and impact of blog posts. The final segment of the workshop was dedicated to answering students' questions and addressing specific challenges they face in blogging. Students participated in an activity where they wrote short blog posts on a chosen topic, experimenting with different voices and tones. Dr. Nisha provided feedback and guidance on how to refine their digital voice. The event culminated with a vote of thanks to the resource person and all the participants by the head of the department (**Prof.**) **Dr. Vinay Khatri**.

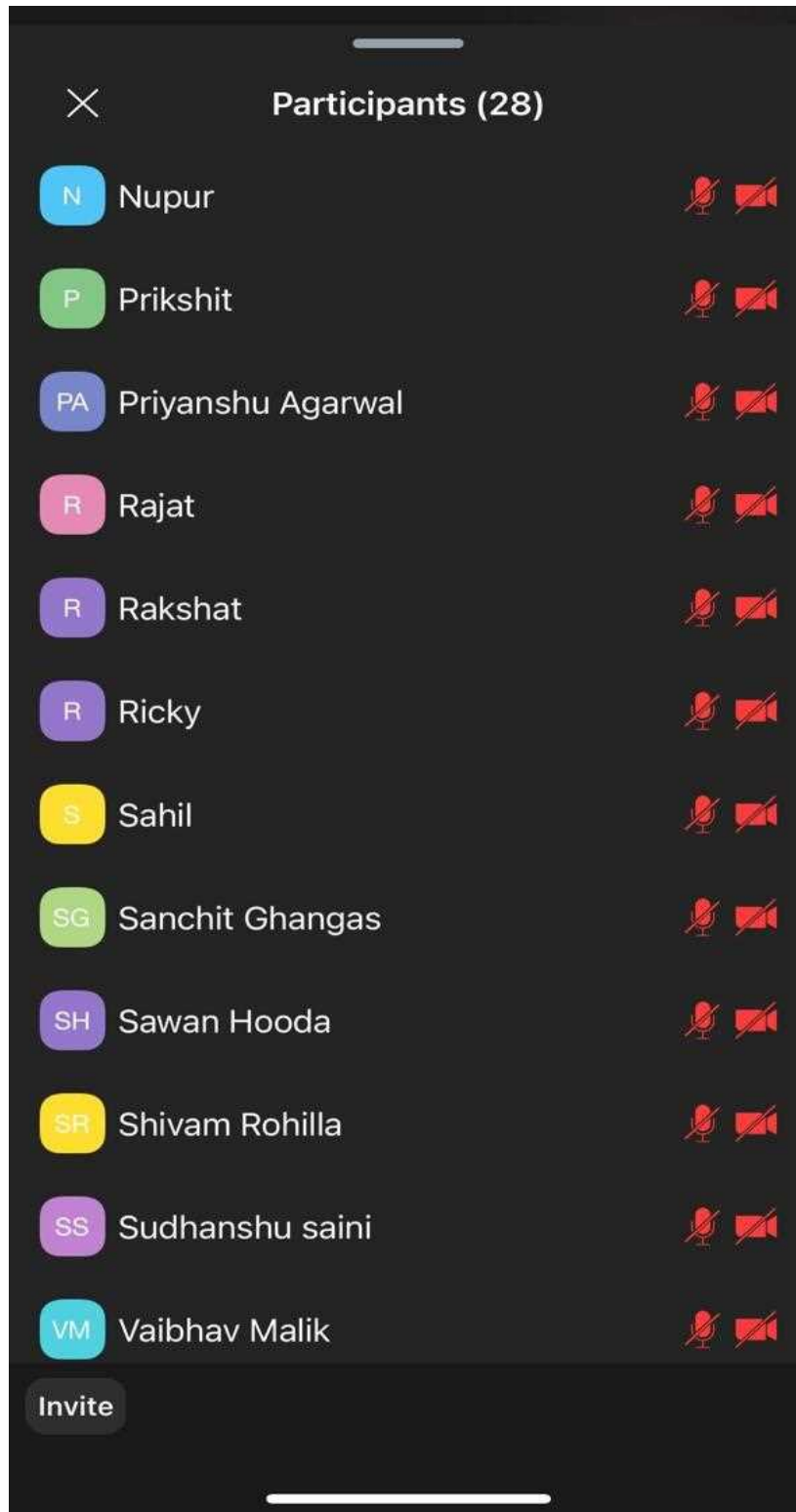


Fig 1. Participants attending the online workshop



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LIST OF PARTICIPANTS/ATTENDEE

Name of the Event: **Crafting the Digital Voice for Aspiring Bloggers**

SR.NO.	NAME	ROLL. NO.
1	NISHANT SHARMA	2820354
2	NUPUR	2820355
3	PRIYANSHU	2820357
4	DEEPANSHU	2820358
5	SHIVAM	2820359
6	RAJAT	2820360
7	VANSHIKA WADHWA	2820361
8	RAKSHAT	2820362
9	SHIVAM	2820364
10	RICKY	2820365
11	SAHIL	2820366
12	KARISHMA JAIN	2820368
13	SANCHIT	2820370
14	NYASA BANSAL	2820371
15	SAWAN	2820372
16	AANCHAL	2820375
17	SHIVAM ROHILLA	2820376
18	AASHU SAINI	2820377
19	SUDHANSHU SAINI	2820379
20	GUFRAN	2820662
21	VAIBHAV	2820663
22	RAHUL YADAV	2820664
23	AAYUSH	2820665
24	VISHAL	2820667
25	AYUSH GARG	2820668
26	RAKSHIT SHARMA	2820701
27	PRASHANT ROHILLA	2820702
28	PARIT JAIN	2820703

Kadhiya
28/10/21
Event Coordinator