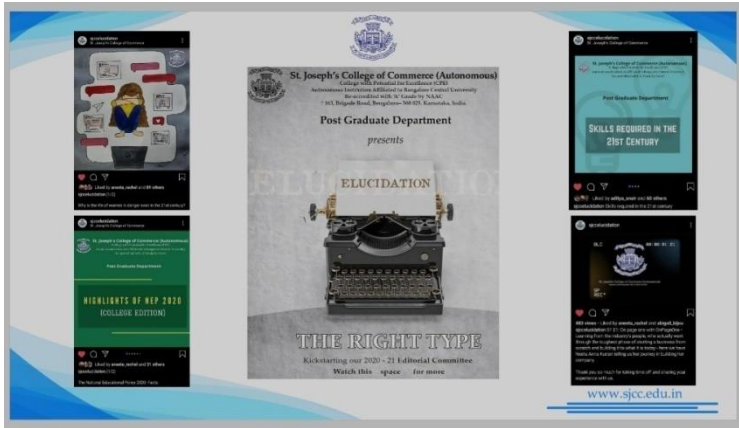


ELUCIDATION – THE PG EDITORIAL AND MEDIA

The events organized by the Editorial team are mentioned below:

Commerce news corner report

Objective: To enlighten students about the current affairs of the economy as well as the business environment



Commerce news corner is an initiative taken by the Editorial Team in order to create awareness among the student community regarding all the current affairs going around in the economy and the business world. The commerce news corner believes

in sharing information and knowledge to the best to ensure that everybody is up to date. Such information is shared with the students with the help of Facebook articles and Instagram posts about all the current happenings, so that nobody is left behind in the journey of learning. The main aim of this initiative is to provide quality work to enlighten each and every student in the community.

Brief on activities done:

- **NEP 2020:** The first article was based on the National Education Policy 2020 where all the information pertaining to college students were highlighted along with the viewpoints of the authors.

Date	August 5, 2020
Student	Article by: Rajeshwari, Kripa Instagram Slides by: Shreya, Ujjaini
No. of students benefited	264

- **Skill set for the 20th century:** The article focused on the list of skills that one must acquire in these times to have an edge over others and to position themselves to stand out from the crowd.

Date	August 12, 2020
Student	Article by: Shreya, Ujjaini Instagram Slides by: Rajeshwari, Kripa
No. of students benefited	264

- **Mental Health during Covid-19:** The article focused on the importance of mental health and aimed to create awareness on mental health which is still considered as taboo in several parts of our country.

Date	September 2, 2020
Student	Article by: Rajeshwari, Kripa Instagram Slides by: Shreya, Ujjaini
No. of students benefited	264

Interviews

The members of the editorial team conducted a series of interviews with entrepreneurs, who are successful in their respective fields, which was later shared on the official Instagram page - **sjccelucidation**

- **Interview – 01: OnPageOne digital agency**

Date	August 26, 2020
Interviewee	Neetu Anna Kurian, Founder of OnPageOne
Interviewers	Athulya George and Rajeshwari
No. of students benefited	264

Objective: To understand the process of starting a digital marketing firm



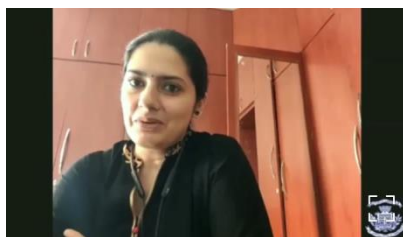
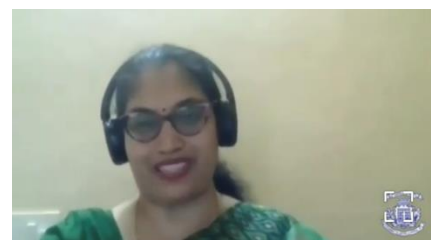
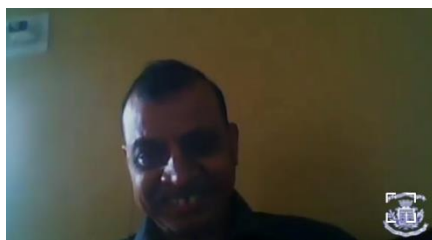
The interview was conducted with the main aim of providing young and budding entrepreneurs with the insights and the information as to how things operate in a real business environment and the ways in which they can prepare themselves for their upcoming journey.

Neetu Anna Kurian, being a graduate from one of the top B-school in India, IIM Kozhikode, has achieved a lot through her start-up in the field of digital marketing in the short span of time. Through this interview the students were able to gauge into the field of marketing and get insights on how to prepare oneself to start a company in the digital marketing arena.

- **Interview – 02: A starter course on teaching**

Date	September 5, 2020
Interviewee	Faculty of SJCC: Dr. H. Nagaraj, Dr. Soney Mathews and Ms. Asha Joseph
Interviewers	Aravind Nandakumar and Athulya George
No. of students benefited	264

Objective: To get a better understanding of the teaching profession



On the occasion of Teacher’s day, the Editorial decided to interview the teachers of SJCC and asked them to share their experience as a teacher, share their advice to the aspiring

teachers in our department and share some fun facts about this profession. Dr. H. Nagaraj with his immense knowledge and years of experience shared the joys of being a teacher and gave wonderful advice on how one must truly become a teacher if they find their calling in it. Dr. Soney Mathews shared the importance of academics and mentioned that the love received from students is truly a gift every teacher is blessed to receive. Ms. Asha Joseph, who has years of corporate experience to her credit, shared how knowledge has impacted her teaching. She also shared her love for the subject ‘Banking’ and teaching overall. These teachers are a pot of gold in terms of knowledge and experience.

- **Interview – 03: Unmasking the ‘Masked People’**

Date	16 th September, 2020
Interviewee	Rahul Menon, Founder of The Masked People
Interviewers	Shreya Jadhav and Ujjaini Palit
No. of students benefited	264

Objective: To help the students get a better understanding on how to enter the art business



Rahul Menon decoded art and business surprising marrying the two forms of expression beautifully. He is currently pursuing his PhD in Psychology while conducting the theatre business. He spoke about his journey to get to this point and helping people express what

is on their mind through the form of theatre. He also expressed how people need art in order to work efficiently. This interview ignited the minds of the students to pursue something that they love and still work on making it their source of living.

- **Interview – 04: Exploring Octalian**

Date	September 29, 2020
Interviewee	Andrew Jefferson, Co-founder of Octalian

Interviewers	Kripa Sara Fenn and Aravind Nandakumar
No. of students benefited	264

Objective: To understand the intricacies of the technology world



Andrew Jefferson was a gold mine when it came to understanding the start-up tech field because of his love for technology. He explained how technology is taking over the world and how important it is for the younger generation to keep up with it to stand out from the crowd.

Entrepreneurship ran in his blood as he started his first venture, K-flip, an e-commerce portal for his friends to purchase second hand books during his UG days. He shared the intricacies of working in a start-up and told how determination, dedication and grid were what it took to start a successful start-up. Highlighting the importance of teaching in his two-part interview, he also shared the role a teacher plays in moulding the life of a student.

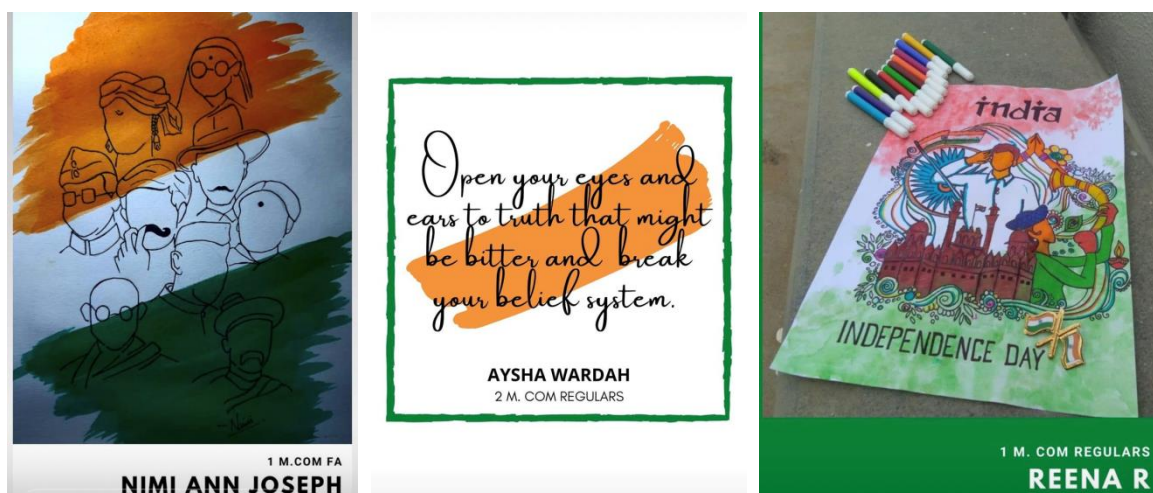
Independence Day

Date: August 15, 2020

Objective: The main aim is to instill a sense of nationalism and oneness among students, as well as recognize and honour the sacrifice of thousands of people who fought for our country's independence.

Write up: 15th of August usually calls for celebration of freedom and on the very day of 2020 too, amidst a pandemic, the flag rose and soared high in the diary of St. Joseph's of Commerce. Through a well organized online event, the entire student population of SJCC witnessed many pre-recorded music performances, enriching tribute videos and enlightening speeches. The flag was hoisted by Father Principal, Dr. Daniel Fernandes, SJ, and this marked the virtual celebration for the Independence Day 2020. To uphold the cheer, Cresendo, the PG choir, gave a musical treat with their version of 'Ye Jo Des hai Tera', which involved a strong sense of nationalism among the students. Continuing with the spirit of freedom, the PG department came out in the form of artists, singers and dancers when their works of art was showcased on the Instagram and Facebook page of Elucidation. Various entries were received for the sections

of Dance, Art, Sketches, Write-ups and Haikus. In addition to that, a very innovative and intriguing investigation quiz was held for the students to bring in their detective skills. Despite the pandemic and challenges of online mode, 15th of August 2020, was truly a celebration.



Teachers' Day

Date: September 5, 2020

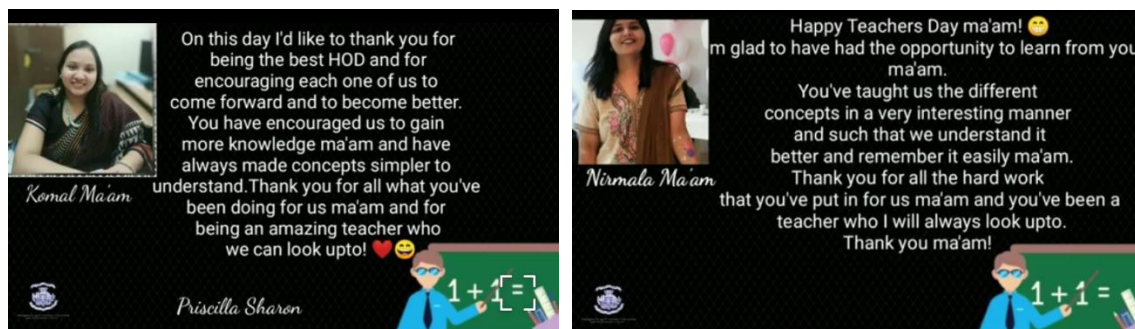
Objective: On the occasion of Teacher's Day, a number of programmes were organized for the teachers to honour, celebrate, and thank them for their unique contributions

Write up: Great teachers are beacons of light who stir our imagination that encourages us to think for ourselves and pursue our passion. It is said that being a teacher is the highest privilege and having one is the best blessing. Thus, a virtual celebration was organized Elucidation, through MS Teams, to honour and celebrate the teachers.

The editorial team conducted two meetings prior to the teacher's day to brainstorm on the events and celebrations. After discussion with all the members of the editorial few events were finalized - an interview with teachers, games for teachers, With nothing but love (A collection of letters to teachers from the PG Dept.) and Open Whispers (a memory shared as art, voice notes, videos or write-ups).

As a part of With Nothing but Love, a total of 50 heartwarming, lovable letters were sent to teachers individually, along with a note from the editorial team. A total of 40 responses were received for Open Whispers, which consisted of two artworks, two videos, and 36 written messages. Also, a video interview with 3 teachers namely: Dr. H Nagaraj Sir, a prolific teacher with over 25 years of teaching experience, Dr.Soney Mathew an experienced teacher with vast academic expertise who has taught both overseas and in India, and Ms. Asha Joseph, who transitioned to teaching after many years of experience in the corporate world.

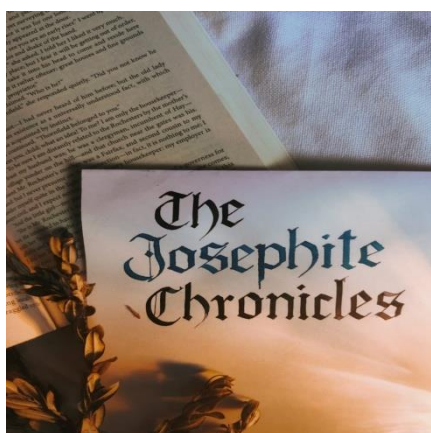
On September 5th, the teachers and students participated in an hour-long online event which was hosted on MS Teams. Fun games were conducted for the teachers, where they were given a storey prompt and had to continue it. Also planned was a student-teacher interaction in which teachers were asked a few personal questions about their teaching careers and shared their experiences.



The Josephite Chronicles

Date: July 31, 2020 onwards

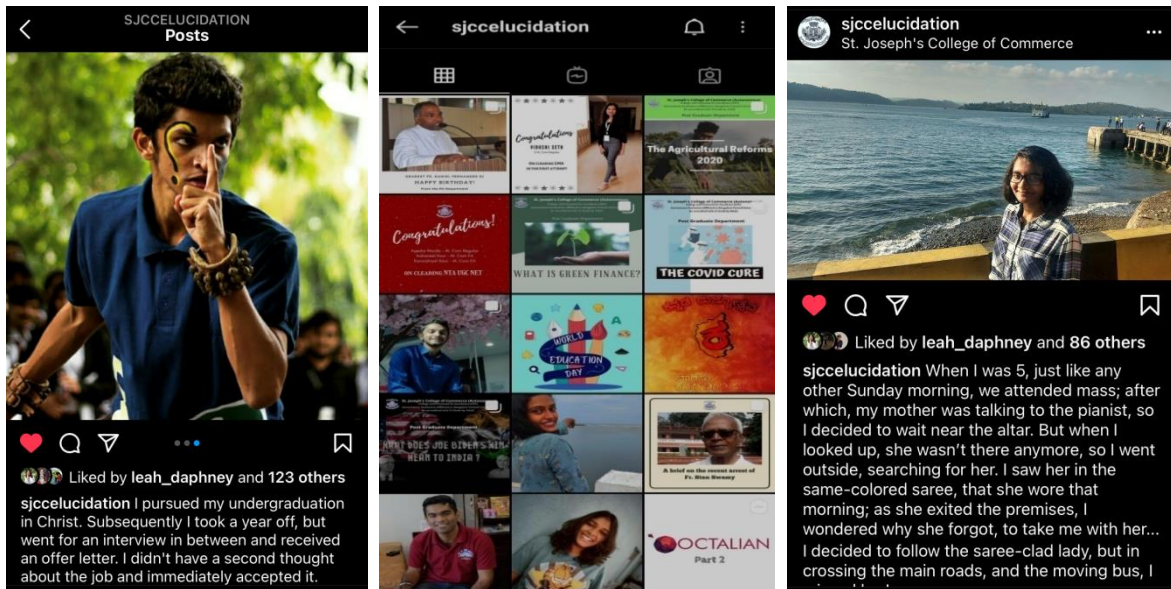
Objective: To provide a platform for students to share their stories and experiences



Storytelling is the process of using fact and narrative to convey something to your audience. Thus, the PG Editorial team decided to become the storytellers who talk about the journey of the humans of the department. Everyone has a story, thus the aim was to highlight or showcase some message that is special, unique, inspiring and relatable. This is open to both students as well the faculty of the intuition. This way the students and staff of the PG department get to know about each other better. It was inspired by the blogs of Humans of Bombay. Every story/message is unique, personal and contains a great deal of thought and emotion in it. A fair number of stories were received from the PG students. Usually, these stories are shared as posts the Instagram page twice a week. Further, the idea about this message was also been circulated to students so that anyone interest in sharing their stories could do so. All that is needed is just a pen and paper to write and share a piece of you with everyone.

The journey started with the message of the former PG coordinator, Mr.Raj, who shared his experience as a Josephite from PUC to PG in a very beautiful and moving way. He spoke about how the institution has been instrumental in shaping him as a person. Furthermore, many other

students who graduated the previous year expressed an interest in sharing their experience as well. It is always fun and interesting to know more about their college experiences from them. Students from the current batch were also eager to share their experiences. As a result, the concept became highly personal and emotional.



Drop box

Date: September 9, 2020 onwards

Objective: To enable students to recommend or share their favorite movies, songs, artists, series and books with their peers.

Write up: It is a usual practice among friends to share movies they love, songs they can't get enough of, artists they admire and authors they respect and so on. Thus, the editorial committee provided a platform for PG students to share their favourite movies, songs, artists, books, and other media. Drop box is a collection of suggestions of movies, songs, books and series for everyone to watch and admire. To put it another way, it's a recommendation box. Students were asked to share their suggestion via a Google form, and each month 30 picks were chosen and featured on the Instagram page.

Dropbox - Books 18w

The classic literary thriller, once opened, never forgotten.

CARLOS RUIZ ZAFON

THE SHADOW OF THE WIND

SUGGESTED BY

SONALI SAHOO
1 M.COM FA

Send message

Dropbox - Series 28w

PUSHPAVALLI

Based on a true story

CREATED BY SUMUKHI SURESH

SUGGESTED BY

R. HARSHALAKSHMI
1 M.COM FA

Send message

MED ON amazon prime video

Dropbox - Music 8w

WCMT

WHEN CAN WE MEET TOAST

SUGGESTED BY

ROSMY ANN PHILLIP
2 M.COM REGULAR

Send message