

What started as a small project for a bunch of enthusiastic students has now turned into a big family of 54 members. The PR team not only caters to the students but also the faculty. It has been building a brand for the college while assisting students and organising events to keep up their spirits. Let's take a look at some of the events conducted for the academic year 2020-2021:

1. **Mental Health Panel:** Mental Health Panel, conducted on 12th September last year on YouTube, where the panellists, Dr Cicilia Chettiar, Dr Shreya Rangwani, Dr Wilona Annunciation and Ms Hamida Rashid focused on expert solutions to anonymously asked questions.
2. **Digital Media Campaign for World Kindness Week in Partnership with Kindness Unlimited:** A Digital Campaign was held to help Kindness Unlimited's Digital Media campaign whose motto is to spread awareness about the importance of kindness and compassion in the world. They developed a campaign wherein students recorded a video of doing a kind act be it something as simple as giving someone a cup of tea and called it "Share A Cup of Kindness."
3. **Careers In Fashion:** A Careers in Fashion workshop was conducted in association with ISDI - School of Design & Innovation, Mumbai to help students take a deep dive into the design careers of future designers and learn more about the multi-billion dollar industry.
4. **Snapchat Event:** A workshop by Snapchat was held on the 27th of September 2020. Attended by 185 students who learnt how to create different types of lenses and learnt more about Snapchat's features.
5. **The Unsent Letter:** Unsent Letters was an open letter event wherein graduates of the Class of 2020 expressed their gratitude and love for our college.
6. **Talentine:** Talentine was a PR team and Andrean Talent Hub-designed event. It was designed to display our Andreans immeasurable potential and capabilities while at the same time being secure in their own homes. On 2 August 2020, a promotional event was held called 'COWID.' The main event was held on August 9th, 2020. They comprised creative writing, singing, dance and plays, and were performed in two successive phases. All of this took place on our sites on Instagram and Youtube. The event was conducted by the PR team along with the help of and our sponsor; Heritage Infraspace Pvt. Ltd., media partner Bandra Buzz and the support of Glenn Saldanha - Glenmark Pharmaceuticals.
7. **Shiamak Davar's Dance Workshop:** St.Andrew's PR team collaborated with Shiamak Davar's Institute for Performing arts to conduct a hip-hop workshop for students. It was conducted on 19th June 2020 at 7:00 pm. The event was conducted online and was completely free of cost, although students had to pre-register to book their slots.
8. **Republic day video:** Republic Day of India is celebrated on January 26 to mark the day when the Constitution of India came into effect. The official post

was created via Instagram, aiming at raising awareness of our nation's heritage.

9. **12 Days Until Christmas:** This event consisted of 12 days and every day new tasks. It began on 14 December 2020 and continued through 26 December. On day 1, participants were asked to guess the Christmas carols by the emojis posted giving this event a modern touch, 16 slots were posted. On day 2, Hospitality students were given the chance to show their skills. They were asked to send in a detailed recipe of a Christmas themed dish of their choice along with a picture of the same. On day 3, Members of the content writing team were asked to write a micro tale on their wishes starting with 'All I want for Christmas is...'. Their wondrous and selfless wishes were featured on our official college Instagram page. On Day 4, this event allowed our PR department to immerse in a little creativity and artistry with "Craft Ideas". Every department of the PR team participated openly. Each department had to mandatorily provide a craft concept along with an optional craft video. On Day 5, Hospitality students were given the chance to show their skills again. They were asked to send in a detailed recipe for a Christmas themed dish. On day 6 of Christmas Trivia, the goal was to concurrently test one's Christmas memories in the snowy lane. The College Instagram feed provided 10 questions based on Christmas films. It was open to everyone. Day 7 was centred around makeup and outfits for Christmas. Participants were required to submit an Instagram Reel showcasing their artistry. Strict regulations were placed on the clothing code. The 5 entries were featured on the official Instagram page of St. Andrews College. On Day 8, Hospitality students were given the chance to show their skills again. They were asked to send in a detailed recipe for a Christmas themed dish. Our Christmas Bingo event on Day 9 was about sharing stories. A Bingo template filled with relatable taglines were posted on our college official Instagram page. Those interested were asked to take screenshots and share them in their story and tag our college Id. On the 10th Day, a narration of a Christmas story was featured on our official college Instagram page. Our FOC, with her soothing voice, narrated a 'Christmas story' which spread not only the core message of Christmas but also the season's spirit. Participants were requested to send themselves images of trees on Day 11. Entry was open to all but a select few chosen by Photography Team Head Brandon Pinto were featured on the official Instagram handle. On Day 12, to celebrate the season, Students of junior and degree college sang a mashup of well-known Christmas carols.
10. **Andrean Attic:** It was an Online flea market organized for the students on the 21st of March, 2020. It was an online convention for small businesses to cater to all their needs and give them a platform. From baking their ancestor's secret recipes to making candles all were involved.

For the academic year 2020-21, the Andrean PR team held 10 events. It also included virtual game nights and challenge days between departments.