

St. Andrew's Public Relations Team

The Public Relations (PR) Team initially began as a small project by a bunch of enthusiastic students. This enthusiastic bunch is now 62 members strong. The PR team strives to enhance the reputation of the college through effective communication strategies. The team works tirelessly to promote the achievements and successes of our students, faculty, and staff and to showcase the college's commitment to excellence in all areas of education. Through our various communication channels, we aim to create a positive image for the college that reflects its values and mission and has been steadily building the brand "Andrew's" by conducting various events for the faculty and students, serving as a liaison between the college and the public, providing accurate and timely information about events, programs and initiatives. The following are a list of events conducted during the academic year 2022-23:

The monthly Andean Newsletter is a publication by the students, for the students. It provides a platform for students to express their ideas, share their experiences and showcase their talents. Written by the very members of the PR Team, the newsletter is filled with articles, stories and news that are relevant and interesting to the student body. This year, the PR Team also included submissions from the general student body. It is a great way for students to stay informed about what is happening in the college and to connect with their peers. The articles are written by students from different streams and backgrounds, making it a diverse and inclusive publication. The Andean Newsletter is an excellent example of the college's commitment to student engagement and providing opportunities for students to develop their skills and creativity.

The Andean Breakfast Club is an interview series hosted by the Public Relations team at the college. The series features interviews with college students and employees, offering a unique perspective on the college community. During each interview, the host, a member from the PR team, asks a series of questions that cover a range of topics, including academic interests, extracurricular activities and even views on current pop culture happenings. The interviews are conducted in a relaxed and conversational manner, making it easy for the guests to share their views and experiences. The Andean Breakfast Club is a great way for the college community to get to know each other better and to showcase the diverse talents and perspectives of its members. The series is available online on our Instagram and Facebook accounts, providing a platform for those who cannot attend the live events to participate and engage with the college community.

Andean Diaries is an inspiring interview session where Ex-Andeans share their success stories and talk about how the college has shaped their lives. The session provides an opportunity for current students to learn from the experiences of successful alumni who have excelled in their respective fields. The Ex-Andeans share their journey, the challenges they faced and how the college has prepared them for the real world. The session is designed to inspire and motivate students to achieve their goals and to understand the value of their

education. It also gives insight for students aspiring to take admission in our college and a glimpse into how the college shapes minds. Andean Diaries is a great way for students to learn from the experiences of successful alumni and to understand how the college has contributed to their success. It is published as a post on our Instagram and Facebook accounts.



Nothing But the Tea is an interview series hosted by the PR team at the college that invites professionals from various fields to share their experiences and opinions on a range of topics. During each interview, the host engages in a candid conversation with the guest, exploring their career trajectory, challenges they have faced and their insights on their field. The series aims to provide a platform for individuals to share their unique perspectives and to promote open and honest communication. Nothing But the Tea is an excellent resource for students who want to learn more about different career paths and industries and to hear from successful professionals who can offer valuable guidance and inspiration. The series is available online on our YouTube channel, providing a platform for students to reach out to a wide array of professionals easily. The series is an excellent example of the college's commitment for students to learn from and be inspired by successful professionals.

The 12 days of Christmas is a festive celebration organised by the PR Team to mark the start of the holiday season. The celebration took place over the course of 12 days in the cozy month of December, with each day featuring a different event or activity. The events range from a jive and salsa workshop to a treasure hunt, from mouthwatering recipes to a tear jerking movie screening and finally, bringing the Andean community together by arranging a charity drive in collaboration with the BAF department. The college community came together to enjoy the festivities, with students, faculty, and staff all participating in the various events. The 12 events for the 12 days of Christmas were a great way to bring some holiday cheer to the college community and to celebrate the spirit of the season.



The college has collaborated with Times of India for the Times Fresh Face talent competition, a popular event that provides a platform for college students to showcase their

talents in various categories such as singing, dancing, acting and more. The competition is open to all students of the college and winners have the opportunity to move on to compete in the regional and national rounds. The collaboration with Times of India provides the competition with a wider reach and exposure, and it gives the college students an opportunity to showcase their talents in front of a larger audience. A few of our students even reached the regional and national rounds, one of whom even got a chance to be one of the 4 finalists, beating competition across the top colleges of India. The competition was a great way for students to hone their skills and gain experience in a competitive environment and was an exciting opportunity for students to showcase their creativity and talent and to gain recognition for their hard work and dedication.



The members of the PR team have organised a jive and bachata workshop for college students. The workshop aimed to provide an opportunity for individuals to learn and practise these popular dance forms in a fun and engaging environment. The workshop was led by experienced dance instructors from our PR Team who provided step-by-step guidance to participants. The jive and bachata workshop was open to dancers of all levels, from beginners to advanced and provided a platform for individuals to connect with each other and to learn new skills. The workshop is an excellent way for students to de-stress and unwind while learning something new and having fun.

Talentine is an exciting intra-college talent competition conducted by the PR team, where students from different departments and programs in the college can showcase their skills in various categories with certificates and cash prizes as rewards. Contrary to the previous years, this year the talent competition was held offline! Talentine had three broad categories, namely singing, dancing and instrumentals, with an open mic subcategory and a writing competition as a pre-event. The writing competition is a unique addition to the talent competition, which allows students to showcase their writing skills and creativity. The competition is judged by a panel of three professors who have expertise in different fields. The judges evaluate the performances based on criteria such as creativity, skill and originality. The inclusion of multiple categories provides students with a range of opportunities to participate and showcase their diverse talents. Talentine is a highly

anticipated event that brings together the college community to celebrate the talents and creativity of its students.

The PR team collaborated with renowned vocal coach Deidre Lobo to organise a vocal training workshop for students and teachers in the college. Deidre Lobo is a respected vocal coach who has trained many successful singers in the music industry. The workshop was designed to provide students with an opportunity to learn and develop their singing, acting and presentation skills under the guidance of an experienced vocal coach. The workshop covered topics such as vocal warm-ups, breathing techniques, pitch control and vocal range development. The workshop was open to all students and teachers, regardless of their singing experience or skill level. The vocal training workshop with Deidre Lobo provided an excellent opportunity for students to develop key skills and gain valuable insights from an industry expert.

Professors-in-Charge:

- Ms. Belinda Jones.
- Ms. Elizabeth Dias.

Students-in-Charge:

- Head of Public Relations: Sara Budhabhatti (TY BAMMC).
- Head of Content: Glynis Fernandes (TY BAMMC).
- Head of External Communications: Fleur Fernandes (SY BMS).
- Head of Internal Communications: Simran Surve (SY BBI).
- Head of Design & Video Editing: Devesh Joshi (SY BAF).
- Head of Photography: Brendon Martins (TY BAMMC).
- Head of Social Media: Gulabchand Mishra (TY BCom).
- Head of Web Development: Rohan Kalsi (TY BSC IT).