

The Andrean PR Team 2023-2024 Report

Since its inception, the Andrean PR Team has undergone remarkable expansion. From monthly newsletters to maintaining the college's digital presence and captivating events to insightful collaborations, each endeavor has served to amplify the name of our esteemed institution and foster a culture of excellence.



In celebration of International Chess Day, the PR team organized the "Knights of the Square Table" on 19th and 20th July 2023. Students and chess enthusiasts gathered to watch a screening of the Netflix show episode 'The Queen's Gambit', followed by an instructive tutorial by a fellow Andrean on mastering the game of chess. On the second day of the "Knights of the Square Table" chess tournament, participants competed in thrilling matches, showcasing their strategic skills and sportsmanship.



"Ready, Set, Scavenge" Treasure Hunt on the 22nd of July, 2023, marked a jubilant celebration of St. Andrew's College's ruby jubilee. The hunt uncovered significant aspects of our college's history and culture, culminating in the grand unveiling of the specially designed Ruby Jubilee logo. Moreover, the event garnered attention beyond our campus wall as our event was featured in the MidDay newspaper. This was indeed a proud moment for us Andreans!



Friendship Day, on August 5, 2023, saw students immerse themselves in a myriad of heartwarming activities, from lively tote bag painting workshops to crafting thoughtful appreciation cards for their friends.



Teaming up with the Commerce Department, on 10th August, we organized a session on "Public Relations as an Edge over Advertising" by Alumnus Mr. Sanjay Lawrence which provided practical insights into the world of public relations and advertising.



On August 14, 2023, the "Jive Dance Workshop" offered students an engaging platform to explore the dynamic and energetic jive dance style. Led by a talented student instructor, participants were familiarized with some basic routines and fundamental techniques around the dance form.

The Photography Contest, titled "Worth a Shot," was conducted surrounding an Independence Day theme. It encouraged participants to capture subjects related to Independence Day celebrations, patriotic symbols, and moments that evoke a sense of national pride.



On September 18, in honor of Gratitude Day, we expressed our appreciation for the dedicated non-teaching staff members. Each staff member received a heartfelt thank-you note along with a box of snacks and a flower, symbolizing our profound appreciation for their tireless dedication and hard work.

The "Campus Stories" reel making competition, on 21st September provided students with a creative outlet to showcase various facets of college life. Participants crafted reels that captured the essence of their experiences, from friendships and academics to extracurricular activities, food adventures, and the journey of commuting from distant places to the campus.

Over the months of August and September, the PR Team organized training sessions for PR Team members, on aspects such as understanding the algorithms of social media platforms to maximize reach and engagement, designing visually appealing posters and graphics, crafting compelling content for various platforms, including newsletters and social media posts, to name a few.

During the St. Andrew's Feast celebration, on 30th November, the PR Team organized an online story-based quiz centered around the life of St. Andrew, the patron saint of our college allowing participants to gain a deeper appreciation for the significance of St. Andrew in our college.



On December 22nd, one of the PR Team members crafted homemade chocolates. Splitting into groups, they ventured out to the streets of Bandra and distributed these sweets to the less fortunate. The PR Team also collaborated with the NSS department and BAF for "Joy of Giving" where together we collected essential items which were distributed to various orphanages.

The Andean PR Team also organised a 'Blog Writing Competition' as an event for E-Cell's E-Conclave on 2nd February on the topic "Why Being Ethical is More Important than Being Successful."

Faculty

Ms. Elizabeth Dias (Faculty In-charge)

Ms. Sara Chavan (Faculty Member)

Ms. Concessao Martins (Faculty Member)

Students: Simran Surve (Student Head), Alicia Dias (Assistant Student Head), Arjun Nair (Photography), Darryn Fernandes (IPR), Fleur Fernandes (EPR), Joshua Ohol (Content), Trupti Shetty (Social Media), Yash Parashar (Graphics).