

LJ Institute of Media & Communications



Event Report: One Day Material Development Training for IASEW (Indian Academy for Self Employed Women)

Date: 22nd April 2025

Time: 11:30 AM to 16:00

Venue: LJIMC (Computer Lab Room No. 2)

Introduction

The LJ Institute of Media & Communications (LJIMC) organized a one-day training session for SEWA members focused on enhancing communication, leadership, and teamwork skills.

Led by Dr. Divya Soni, the session provided valuable insights and hands-on guidance. The primary objective was to help participants improve their communication abilities, leadership qualities, teamwork, and delegation skills. A key part of the training was teaching participants how to create effective slogans and design impactful PowerPoint presentations, equipping them with practical strategies to boost their overall effectiveness.

Objectives

- Train participants in using graphics for creating awareness.
- Designing flyers, posters, PPTs on climate change and organizations.
- Impart skills on how to use digital tools and AI for content and graphics.
- Gaining a deeper understanding of the communication process.

Participants

The session was attended by SEWA members aged between 20 and 55 years. These individuals demonstrated remarkable skills across various fields and successfully run small businesses. They came from diverse educational backgrounds and shared personal experiences during the introduction session (Parichay Satra).

Process

1. SEWA approached LJIMC for a training session focused on communication skills for their members.
2. LJIMC designed a comprehensive training model emphasizing effective communication.
3. A fee of Rs. 500 per participant was collected for the training session.
4. **Training Day:** Registration was conducted, and participants were provided with refreshments and a training kit.

5. **Parichay Satra:** An introductory session where participants wrote about themselves and practiced self-introduction, guided by Dr. Divya Soni.
6. **Design Skills Development:** Participants were trained to create visually appealing slogans and presentations using Canva, enhancing their ability to communicate ideas effectively through design.
7. **Practical Application:** Participants applied their design skills by creating and submitting flyers, posters, and PowerPoint presentations on a variety of topics, demonstrating their ability to use design tools to effectively convey information and ideas.
8. **Slogan Creation:** Participants were taught to create slogans using ChatGPT, how to write prompts, how to create image and using copyright free images.
9. **Designing:** Participants learned how to design visually appealing slogans and presentations using Canva (a design tool for non designers), equipping them with the skills to effectively communicate ideas through design.
10. **Task:** All the participants during the training made and submitted flyers/posters and 1 PPT on 10 different themes like, “Reduce, Recycle and Reuse,” “Use Dustbins,” “Grow more Trees.” etc.

ATTENDEES

- **Total Participation:** 15 SEWA members actively working in banking, government services and advocacy against substance abuse.

Conclusion

The training session successfully equipped participants with essential skills in material development using AI tools and designing software. It provided them with actionable knowledge that they could apply in their personal and professional lives.

Outcomes

Participants gained key insights into:

- **Self-Introduction Skills:** Participants gained confidence in introducing themselves effectively.
- **Communication Proficiency:** Participants learned key communication strategies and how to overcome barriers.
- **Teamwork and Delegation:** Participants developed skills in collaboration and task delegation for improved productivity.
- **Slogan Creation:** Participants learned to craft impactful slogans and use ChatGPT and copyright-free images.
- **Design Skills:** Participants gained hands-on experience using Canva to create visually appealing presentations and materials.

Feedback

The participants responded positively, appreciating the structured approach and practical exercises. They found the sessions insightful and meaningful, with many expressing that the training significantly enhanced their understanding and skills.

Photos and feedback:

Please find the attached photos and the link to the reels showcasing the event highlights and reviews of the participants.





Social media link: https://www.instagram.com/share/BAHY_u-hm2