

Social Media Content Writing, Academic & Research Writing Support at UPES

UPES recognizes **effective writing and communication as essential competencies for academic success, research excellence, professional development, and creative expression**. To support students, scholars, faculty members, and other members of the university community, UPES provides a broad-based ecosystem for developing diverse writing capabilities.

The university facilitates support and learning opportunities across **academic writing, research paper and manuscript writing, scientific and project writing, case-study writing, proposal writing, patent and intellectual-property documentation, content writing, social-media content creation, essay and slogan writing, and other forms of professional and creative communication**. These initiatives are delivered through schools, clubs, centres, departments, and institutional platforms.

The support is complemented by **regular workshops, Faculty Development Programmes (FDPs), webinars, competitions, mentoring sessions, practical activities, and expert-led sessions**. These initiatives enable participants to understand the principles of effective writing, develop structured and audience-oriented content, improve research communication, and translate ideas and knowledge into impactful written outputs.

The university's approach goes beyond conventional writing instruction by providing **experiential opportunities, expert interaction, peer learning, hands-on exercises, and exposure to real-world writing and publication practices**. Selected initiatives undertaken across UPES are presented below.

Key Writing and Content Development Initiatives

S. No.	Event / Workshop / Initiative	Organiser	Key Focus / Institutional Support
1	Research Design Workshop	Infinity Space Club, UPES	Research ideation, research methodology, research paper structure, academic writing and publication
2	From Insight to Impact: Case Teaching and Writing	Case Centre, School of Business, UPES	Case-study development, scholarly writing, pedagogical writing and publication-oriented case development
3	Shauryagatha: Slogan Writing and Short Essay Writing Competition	NSS, UPES	Creative writing, reflective writing, essay composition and effective expression
4	Project and Scientific Writing Workshop	School of Health Sciences and Technology (SoHST), UPES	Research proposal writing, scientific manuscript preparation, project writing and research communication
5	Building a Winning Content Strategy	UPES Online	Content strategy, audience-oriented writing, digital content and social-media/marketing communication

1. Research Design Workshop

The **Infinity Space Club of UPES** organized a dedicated “**Research Design Workshop**” on **April 3, 2025**, with the objective of developing research and academic writing capabilities among participants.

The workshop introduced participants to the complete research journey, beginning with **research ideation and problem identification and progressing towards research design, methodology, paper drafting, and publication**. The session provided practical exposure to research fundamentals, writing structures, research tools, and publication practices.

Led by **Club President Vidhu Dixit and Executive Officer Gautam Goplani**, the workshop adopted an interactive approach combining conceptual learning with practical activities and creative challenges. Participants gained an understanding of how a research idea can be systematically developed into a structured research paper.

Key areas covered

- Research ideation and identification of research problems
- Research design and methodology
- Structure and components of a research paper
- Academic and scholarly writing
- Use of research tools
- Research publication process
- Practical and interactive research activities

Impact: The initiative strengthened participants' ability to conceptualize, structure, communicate, and develop research ideas into academically appropriate written outputs.



2. From Insight to Impact: Case Teaching and Writing

The **Case Centre, School of Business, UPES** organized the Faculty Development Programme “**From Insight to Impact: Case Teaching and Writing**” from **June 9–13, 2025**. The programme focused on strengthening faculty capabilities in **case writing, scholarly communication, and case-based pedagogy**.

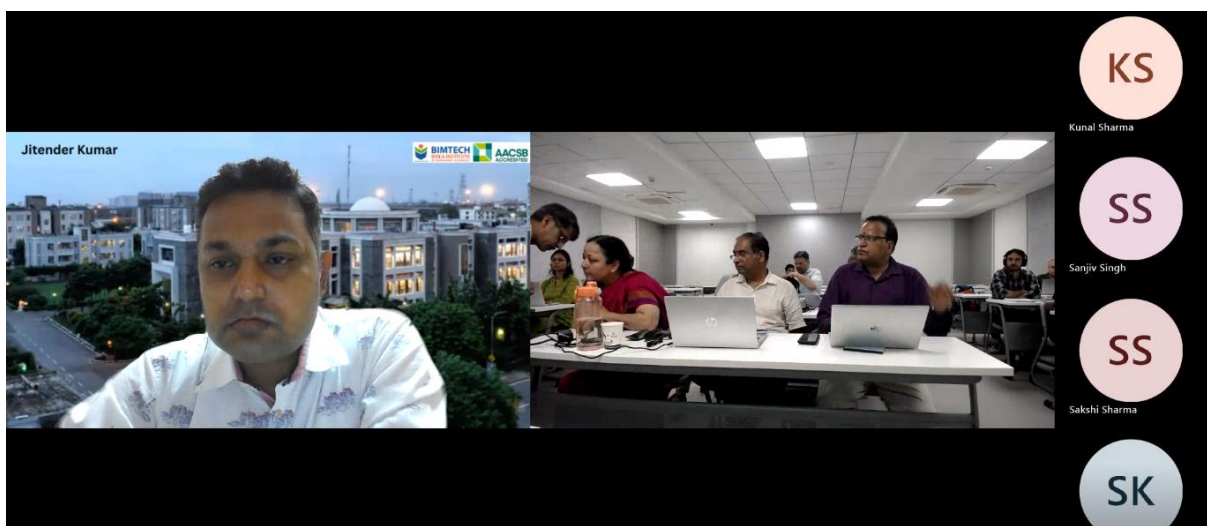
The programme provided participants with practical guidance on identifying case-worthy situations and transforming real-world business challenges into meaningful and publishable case studies. Particular emphasis was placed on developing narratives that encourage **critical thinking, problem-solving, decision-making, and classroom engagement**.

The programme also highlighted effective case facilitation strategies and encouraged the development of cases incorporating both **Indian and global contexts**.

Key objectives

- Develop expertise in writing high-quality, publishable case studies.
- Strengthen understanding of case-based pedagogy.
- Develop engaging narratives that promote critical thinking.
- Identify case-worthy situations from academia, industry, and current affairs.
- Integrate Indian and global contexts into case development.
- Promote collaborative case research and scholarly writing.

Impact: The programme strengthened faculty members' ability to convert professional and academic insights into structured case studies and impactful scholarly outputs.



3. Shauryagatha: Slogan Writing and Short Essay Writing Competition

As part of its student engagement and creative-expression initiatives, **NSS, UPES** organized **“Shauryagatha: Slogan Writing and Short Essay Writing Competition”** on the occasion of Martyr's Day.

Conducted across both campuses around the theme **“Teachings of the Father of our Nation, Mahatma Gandhi,”** the competition provided students with a platform to express their understanding and reflections through **creative slogans and structured essays**.

The initiative encouraged students to communicate ideas effectively while developing their ability to reflect upon social values and translate their thoughts into concise and meaningful written content.

Key skills developed

- Creative writing
- Essay writing
- Concise and impactful communication
- Reflective writing
- Expression of ideas and perspectives
- Thematic content development

Impact: The competition encouraged students to develop confidence in written expression while combining creativity, reflection, and effective communication.



4. Project and Scientific Writing Workshop

The **School of Health Sciences and Technology (SoHST), UPES** organized a two-day **“Project and Scientific Writing Workshop”** on **July 10–11, 2025**. The workshop was designed to strengthen research-writing capabilities among scholars and early-career faculty.

The programme focused on two critical dimensions of research communication: **project proposal development and scientific manuscript preparation**. Around **40 participants** participated in the workshop and benefited from expert-led sessions, interactive discussions, group activities, and mentoring.

Experts associated with leading national institutions, including **ICMR, DBT, and DST**, contributed to the programme, providing participants with practical perspectives on research proposals, scientific writing, funding opportunities, and research communication.

Key objectives

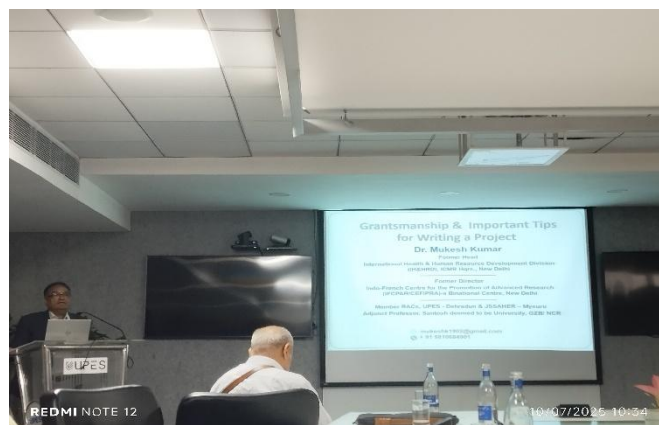
- Develop compelling and fundable research proposals.
- Understand the structure and language of scientific papers.
- Develop practical scientific-writing skills.
- Explore national and international funding opportunities.
- Facilitate interaction with experienced researchers and experts.
- Strengthen research communication and scholarly output.

Key learning outcomes

Participants gained insights into:

- Writing with clarity, structure, and purpose.
- Developing realistic and measurable research proposals.
- Scientific manuscript preparation.
- Importance of reviewing and revising written work.
- Role of mentorship and expert feedback in improving research outputs.
- Building research networks and collaborative opportunities.

Impact: The workshop enhanced participants' competence in **scientific, project, proposal, and research writing**, thereby supporting stronger research communication and scholarly productivity.



5. Building a Winning Content Strategy

UPES Online conducted a webinar titled **“Building a Winning Content Strategy”**, focusing on the principles and practices involved in creating effective and audience-oriented digital content.

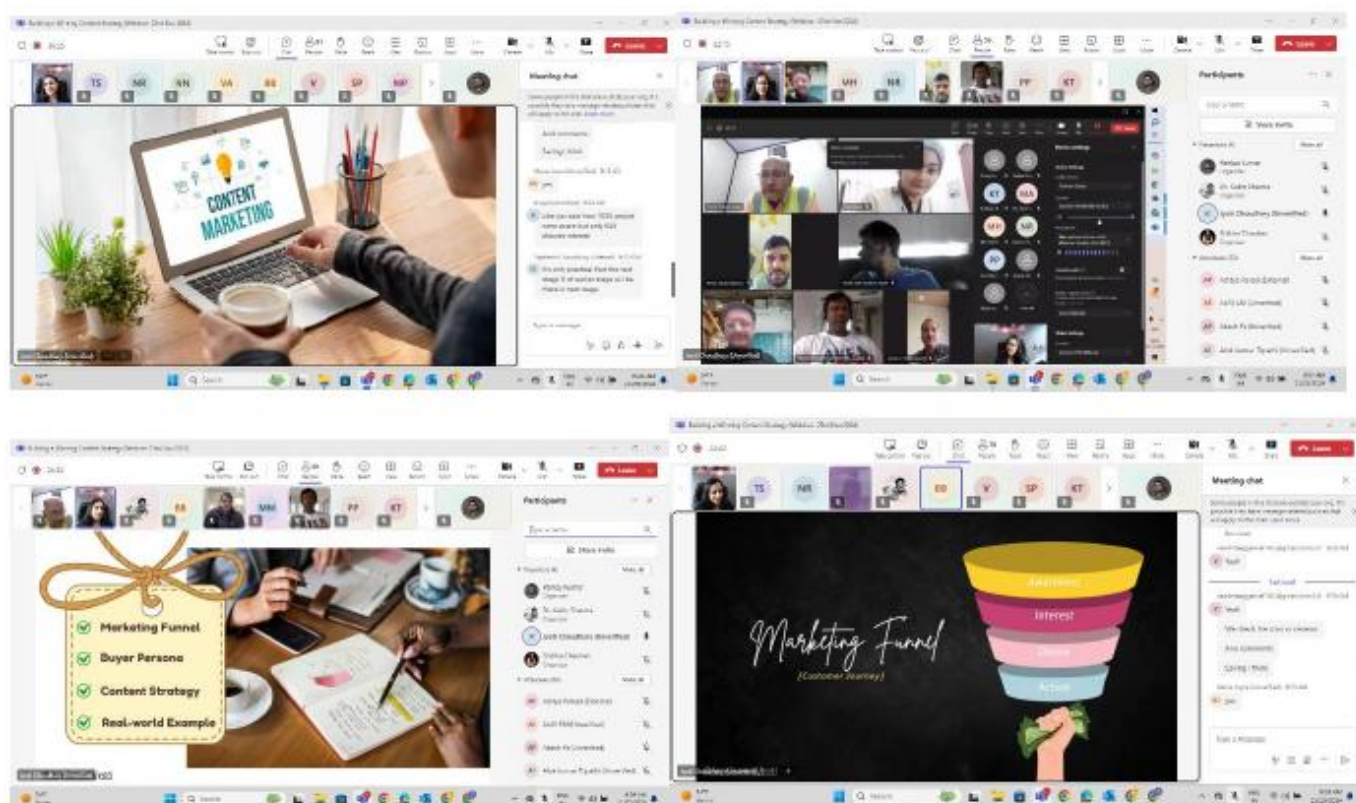
The webinar introduced participants to the foundations of content strategy, including the **Marketing Funnel Awareness, Interest, Desire, and Action (AIDA)**. The session demonstrated how content can be designed according to the audience's stage in the engagement journey.

An important component of the webinar was the development of **Buyer Personas**. Participants were introduced to the importance of understanding audience characteristics, requirements, expectations, and pain points before developing content. Real-world examples and hypothetical scenarios were used to demonstrate how content can be customized for different audiences.

Key areas covered

- Fundamentals of content strategy
- Marketing funnel and content planning
- Audience identification
- Buyer persona development
- Audience pain-point analysis
- Engaging and relatable content creation
- Digital and marketing communication
- Effective calls-to-action

Impact: The webinar enhanced participants' understanding of **strategic content creation, audience-oriented communication, digital content development, and social-media/marketing content planning.**



Institutional Impact:

Through these diverse initiatives, UPES has established a **multidimensional writing-development ecosystem** that addresses different stages and purposes of communication from creative student writing to advanced scholarly and scientific communication.

The initiatives collectively contribute to:

1. Academic Writing

Students and faculty receive exposure to structured academic writing, research-paper development, case writing, and scholarly communication.

2. Research Writing

Workshops on research design, scientific writing, proposal development, manuscript preparation, and publication processes strengthen research communication capabilities.

3. Professional & Digital Content Writing

Webinars and training programmes introduce participants to content strategy, audience analysis, digital communication, and marketing-oriented content creation.

4. Creative Writing

Competitions and student activities provide opportunities for essay writing, slogan writing, reflective writing, and creative expression.

5. Intellectual Property & Innovation Communication

UPES also facilitates support for **patent writing and intellectual-property documentation**, enabling innovators and researchers to communicate inventions and innovations in an appropriate structured format.

6. Experiential Learning

The university emphasizes **hands-on activities, practical exercises, competitions, expert sessions, mentoring, and peer learning**, allowing participants to apply writing concepts rather than relying only on theoretical instruction.

UPES adopts a **holistic and continuous approach to writing and content development**, recognizing writing as a foundational skill for learning, research, innovation, employability, and professional communication. Through schools, centres, clubs, institutional units, and digital platforms, the university provides opportunities spanning **academic writing, research-paper writing, scientific and project writing, case-study writing, patent and IP documentation, digital and social-media content, and creative writing**.

The regular organization of **workshops, FDPs, webinars, competitions, mentoring activities, and expert-led sessions** demonstrates the university's commitment to creating an environment where students, researchers, and faculty can continuously enhance their ability to **develop, communicate, and disseminate knowledge and ideas effectively**. The initiatives listed above represent selected examples of this broader institutional practice.