

# Blog-A-Thon

IEEE IAS DAIICT Student Branch Chapter organised a **Blog-A-Thon**, basically a blog writing competition as a part of its **IAS DAIICT Day** celebrations which is celebrated every year on **15th June** to commemorate the establishment of the Chapter. It is the right time to sharpen various skills and put them at work to make oneself ready for the world post-pandemic. If we talk about skills, blogging is one of the most sought after talents in the industry because it not only voices your ideas but also helps in its widespread.

The Blog-A-Thon was declared open on **13th of June** and the participants could submit their entries till **25th June 2020**. We have received around **40 responses** from participants from the various parts of the country. As we are all stuck amidst the **COVID-19 pandemic**, we decided the themes accordingly. The themes for the Blog-A-Thon were as follows:

1. ***Role of Technology in Lockdown***
2. ***Indian Economy after COVID-19 Outbreak***
3. ***Virtual events: An Opportunity or a Roadblock***

We circulated a Google form for the participants to submit their entries. The entries would be judged on the basis of originality, relevance, flow, appeal, and of course, the quality of the content. The **panel of judges** for the event were:

**1) Ms. Shruti Kaushik:** She is a copywriter, branding expert, and phenomenal content creator. She has aced the content marketing field and has worked with reputed companies like Google News and Yahoo Finance. She is currently pursuing her journey as a consultant and is working with BlockChain companies. She has also been crowned as **The Queen of Content** by Femina & Grazia India.

**2) Ms. Shreya Pattar:** She is a creative content writer with diverse skills and expertise. She has professional experience in Content Writing and Digital Marketing and has been writing since the age of 8. She has been working as a LinkedIn Campus Editor since 2018 and helping students to write, edit, and publish content.

**3) Prof. Alka Parikh:** She is a gold medalist in MA (Economics) from Mumbai University and holds a Ph.D. degree from the Department of Agriculture and Allied Economics, Cornell University, USA. She has worked in TISS, Mumbai, Mumbai School of Economics and Public Policy as well as in our very own institute. She has been adjudged as one of the best professors in all the places where she has taught. Her research addresses various aspects of economic development, including agriculture, poverty, employment, food, and water security.

The blogs written by the participants are very insightful. We also received a very good participation from the various parts of the country and also from various age groups as we had kept the Blog-A-Thon open for everyone. The blogs are currently under evaluation by the judges and the results would be declared soon!