

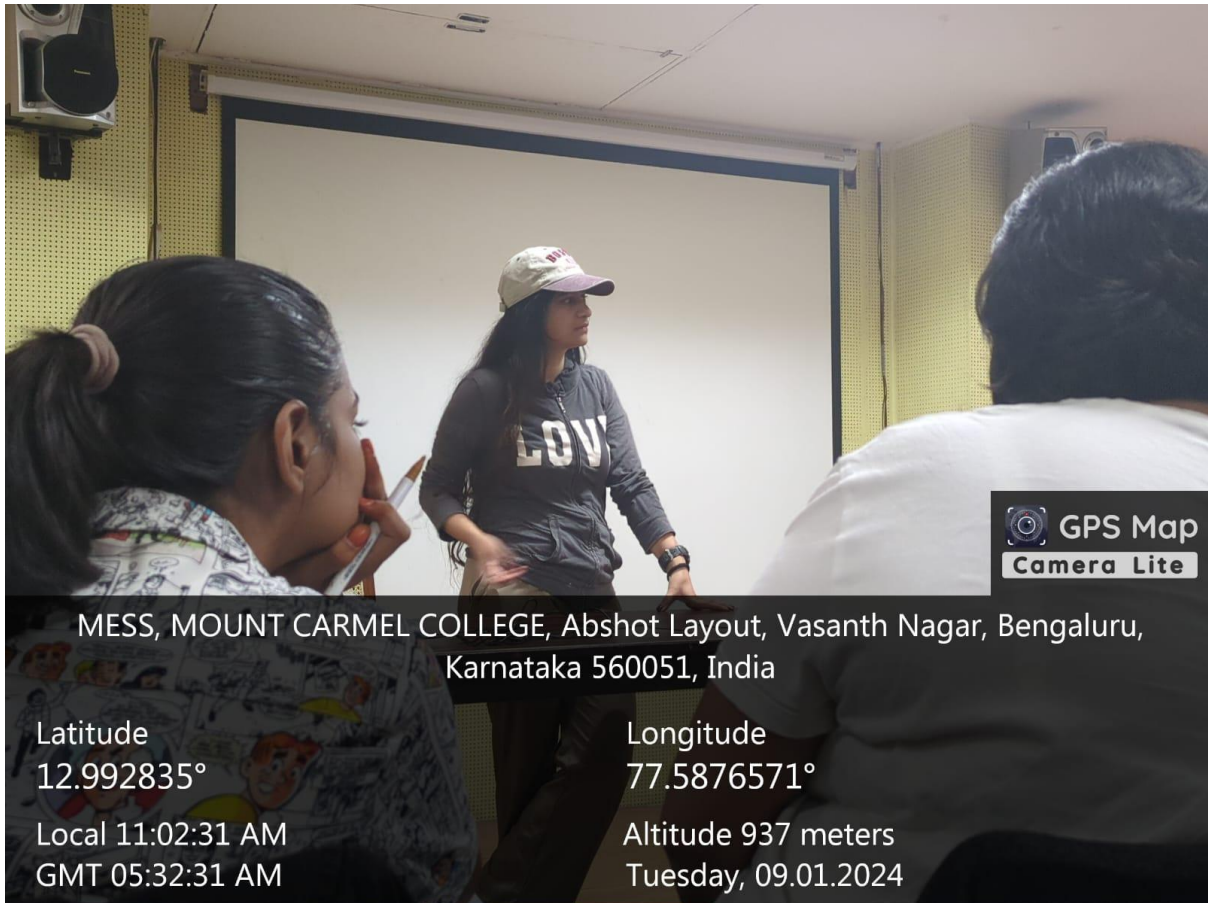
SHIKHA TRIPATHI: Career Conversations

In an engaging and informative session held on the 9th of January 2024, Shikha Tripathi, a former Communication Studies student, returned to her alma mater to inspire the third-year students with her journey in the realm of travel communication and writing. The two-hour lecture was not only a reflection of her career trajectory but also an invaluable guide for those aspiring to carve a niche in the world of travel writing.

Tripathi began by recounting her initial years in the traditional print industry, illustrating the challenges and rewards of this formative phase. Her narrative then transitioned to her current passion: travel writing. She detailed her experiences of exploring new places and cultures, and how she skillfully articulates these adventures into captivating stories.

A significant portion of her talk was dedicated to explaining the evolution of travel communication. Tripathi emphasised the growing impact of social media in this field, highlighting its role in amplifying stories and connecting with a broader audience. She also shared insights into collaborating with brands related to travel gear and backpacks, providing practical tips on forging successful partnerships.

The session concluded with an interactive Q&A, where Tripathi answered students' queries and offered personalised guidance. Her talk was not only motivational but also a testament to the diverse opportunities available in the field of travel writing and communication.



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Latitude
12.992835°

Local 11:02:31 AM
GMT 05:32:31 AM

Longitude
77.5876571°

Altitude 937 meters
Tuesday, 09.01.2024