

**ESSR INFOSYS**

A DIVISION OF ESSR GROUP

An ISO 9001:2015  
Certified Organization  
A Govt. Regd. Organization

IN COLLABORATION WITH

**NATAJI NAGAR COLLEGE FOR WOMEN****NAME OF COURSES ALONG WITH DURATION :**

<b>SL. NO.</b>	<b>COURSE NAME</b>	<b>DURATION</b>	<b>TOTAL HOURS</b>	<b>COURSE LEANTH</b>
1	DIPLOMA IN PHOTOGRAPHY AND VIDEO EDITING	12 Months	120	2hours per class/5 classes every month /10 hours per month
2	DIPLOMA IN COUNSELLING AND GUIDANCE	12 Months	120	2hours per class/5 classes every month /10 hours per month
3	DIPLOMA IN PRE-PRIMARY AND PRIMARY TEACHERS*TRAINING INCLUDING SPOKEN ENGLISH	12 Months	120	2hours per class/5 classes every month /10 hours per month
4	DIPLOMA IN CONTENT WRITING	12 Months	120	2hours per class/5 classes every month /10 hours per month
5	DIPLOMA IN DIGITAL MARKETING	12 Months	120	2hours per class/5 classes every month /10 hours per month
6	DIPLOMA IN MULTIMEDIA APPLICATION	12 Months	120	2hours per class/5 classes every month /10 hours per month
7	CERTIFICATE IN OFFICE AUTOMATION WITH DTP	6 Months	60	2hours per class/5 classes every month /10 hours per month
8	CERTIFICATE IN PROFESSIONAL MAKE UP ARTISTRY	6 Months	60	2hours per class/5 classes every month /10 hours per month
9	CERTIFICATE IN HORTICULTUREANDGARDEN MANAGEMENT	6 Months	60	2hours per class/5 classes every month /10 hours per month

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**COURSE NAME: DIPLOMA IN PHOTOGRAPHY AND VIDEO EDITING**

**❖ COURSE SUMMARY**

**Audio and Video Production**

- **Photoshop**
- **Corel Draw**
- **Illustrator**
- **Adobe Premier Pro**
- **After effects**
- **Director**
- **Introduction to Image Making**
- **Basics of Digital Photography**
- **Basic Lighting and Flash Techniques**
- **Commercial Photography**
- **Shoot & record Video Film using Portable Video Cameras**
- **Understanding various parts of Video camera**

**Certificate will be provided after successful completion of the course.**

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**COURSE NAME: DIPLOMA IN COUNSELLING AND GUIDANCE****❖ COURSE SUMMARY**

- **Need, Meaning, and Scope of Guidance**
- **Educational Guidance**
- **Vocational Guidance**
- **Personal Guidance**
- **Exceptional Children**
- **Counselling**
- **Areas of Counselling**
- **Termination of Counselling**
- **Ethical issues**
- **Various therapeutic techniques**
- **Stress and defence mechanism**
- **Understanding of disorders**
- **Understanding of Intelligence**
- **Personality assessments**
- **Understanding of emotional and types of motivation**
- **Relaxation techniques and systematic desensitization**
- **Behaviour modification**
- **Counselling practices in school settings**
- **Counselling skills**

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**COURSE NAME: DIPLOMA IN PRE-PRIMARY AND PRIMARY TEACHERS' TRAINING****❖ COURSE SUMMARY**

- Childhood and Growing Up of Children (Child Psychology)
- Gender Studies and Society
- Reading Methodology and Understanding of Text
- Communicative English (Spoken + Written)
- Content Writing
- Counselling Practice
- School Project Making
- Teaching Methodology (School Activity Program) + Art and Craft
- Assessment for Learning Process + Practice Teaching
- Yoga Education

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**COURSE NAME: DIPLOMA IN CONTENT WRITING**

**❖ COURSE SUMMARY**

**Introduction**

- What is Content Writing?
- Importance of Content Writing
- Types of Content Writing
- Skills required for writing quality content
- Content writing as career option
- Problems of fraud in content writing

**Processes and Principles of writing**

- Introduction
- The principles of non-fiction writing
- Technique for writing non-fiction writing
- Story telling techniques

**Understanding Audience**

- Keys to understand the audience
- Connection with the readers
- Ways to make the content impactful
- Understanding of the headline
- Competition analyses
- How to write eBook?
- How to start blogging?
- How to avoid plagiarism in content writing

**Understanding Blogging**

- What is blogging and eBook

**SEO Content**

- What is SEO content?
- How to SEO the web content?
- Types of SEO content
- How to develop SEO content strategy?
- Elements of SEO

**Content for E-commerce**

- Content Writing for E-commerce Sites
- Effective Content Writing for E-commerce Sites
- Product description that sells

**White Paper**

- White paper and its uses
- How to select a white paper topic
- White paper preparation
- White paper format

**Script Writing**

- Introduction to script writing

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**COURSE NAME: DIPLOMA IN DIGITAL MARKETING****❖ COURSE SUMMARY**

- Introduction to Digital Marketing: Defining digital marketing, how is it different from traditional marketing and why is it relevant now.
- Search Engine Optimisation (SEO): Techniques used to optimize any article, website, or blog for traffic & revenue generation.
- Social Media Marketing : Using different social media platforms (Facebook/Instagram/Twitter) to connect with the audience & convert them to a call of action (purchase or form filling).
- Search Engine: Marketing Techniques used to increase the visibility of your webpage on Google search results (SERP); Search engine marketing mostly revolves around paid search advertising (text-based ads that are visible on top of every search result).
- Web Analytics: Analysing the behaviour of visitors to a website through reports based on traffic sources, referring sites, page views, and conversion rates of that website.
- E-Commerce Management: Maintenance of an online product-listing website through product keyword research, product pricing, positive reviews, and customer retention.
- Planning and creating a website: How to create a website on Word Press and later use website analytics to track the behaviour of visitors to a website.
- Email Marketing: How to create and send product-based emails in bulk, and ensure that all of the emails have a good open rate and conversion rate.
- Content Strategy: How to create content that matches the user intent and also your business goals.
- Affiliate Marketing: Generation of traffic via a third party (company/website). The third party is paid a commission fee to drive traffic to your website.
- **Web Designing: Dreamweaver**

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**COURSE NAME: DIPLOMA IN MULTIMEDIA APPLICATION****❖ COURSE SUMMARY****Software****Graphic Design and DTP**

- Photoshop
- Corel Draw
- Illustrator

**2 D Animation**

- Flash
- Toon Boon
- Swish

**Audio and Video Production**

- Premier
- After effects
- Director

**Web Design**

- Dreamweaver

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**COURSE NAME: CERTIFICATE IN OFFICE AUTOMATION WITH DTP**

❖ **COURSE SUMMARY**

**Ms Office:**

- Ms -Word
- Ms – Excel
- Ms – Power Point
- Internet

**Desktop Publishing:**

- Photoshop
- Corel Draw
- Illustrator

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## **COURSE NAME: CERTIFICATE IN PROFESSIONAL MAKE UP ARTISTRY**

### **❖ COURSE SUMMARY**

Bridal look - Bengali / Non-Bengali  
Reception Bengali / Non-Bengali  
Semi Bridal / Haldi Makeup  
Product Knowledge & Practical application  
Makeup, Using Various Brushes  
Western look Make up  
Eye Makeup  
Lip Make up  
Water Proof makeup  
HD & non-HD makeup  
Hair Styling  
Draping  
**Live Project Live Practice Session**

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## **COURSE NAME: CERTIFICATE IN HORTICULTURE AND GARDEN MANAGEMENT**

### ❖ **COURSE SUMMARY**

- Introduction to Horticulture
- Plant Biology and Physiology
- Basics of Common Garden Plants
- Soil Science and Management
- Pest and Disease Management
- Gardening Tools and Techniques
- Watering and Irrigation
- Basic Garden Design
- Propagation Techniques
- Plant Health and Pest Management
- Horticultural Crops
- Garden Design and Landscape Planning
- Horticultural Tools and Equipment
- Principles of Garden Management
- Sustainable Horticulture Practices:
  - Practical Planting and Maintenance
  - Practical Training and Fieldwork

**Certificate will be provided after successful completion of the course.**

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