

Certified Organization

A Govt.Regd. Organization

IN COLLABORATION WITH



NAME OF COURSES ALONG WITH DURATION:

SL. NO.	COURSE NAME	DURATION	TOTAL HOURS	COURSE LEANTH
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





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

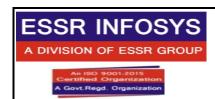




COURSE NAME: DIPLOMA IN COUNSELLING AND GUIDANCE

*** 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





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





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

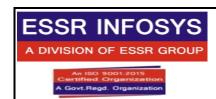
- Content Writing for E-commerce Sites
- Effective Content Writing for Ecommerce Sites
- Product description that sells

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





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 (Face book/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





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





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





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





COURSE NAME: CERTIFICATE IN HORTICULTUREANDGARDEN 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