

**Course Name: Student Development Program on Virtual Interaction and Marketing (30 hrs)**

**Date: 22<sup>th</sup> July, 2021 – 29<sup>th</sup> July, 2021**

**Course Outline/Syllabus/Curriculum:**

**Module1: (6hrs)**

- Creative Writing :
  - What is creative writing?
  - Topics of creative writing
    - Elements of creative writing :- Unique Plot, Character Development, Underlying theme, Visual Descriptions, Point Of View, Imaginative Language, Emotional Appeal; Examples Of Creative Writing.

**Module2: (6hrs)**

- Digital Marketing :
  - What is Digital Marketing?
  - Common Problems that Digital Marketing can solve
  - Components of Digital Marketing
  - ROI of a successful digital marketing program, Planning
  - Implementing and optimizing a digital marketing program.

**Module3: (6hrs)**

- Conducting Webinar :
  - What is Webinar?
  - Importance of webinar
  - Steps to conduct a webinar
    - Creating Google forms
    - Designing Poster
    - Creating WhatsApp Groups
    - Hosting a meeting
    - Generating E – Certificates.

**Module4: (6hrs)**

- Graphic Designing :
  - What is Graphic Designing?

- Basics Of Graphic Designing
- Types Of Graphic Designing
- Common Graphic Designing Tools
- How to start designing?

### **Module5: (6hrs)**

- Oratory Skills And Handling Stress:
  - How to be a good Orator?
  - The Different Types of Oratory Skills
  - Qualities of a Good Orator
  - Perfecting your Oratory Skills
  - Stress Basics
  - Causes Of Stress
  - Effects of Stress, How to handle Stress?

### **ASSESSMENT PROCEDURE:**

Various practice exercises, such as report writing, poster design, and presentations, were used to test the students. The students completed their one-week course successfully and on schedule, as well as their homework.

### **SUMMARY REPORT WITH OUTCOME:**

A Student Development Programme (30 hrs) was offered to the scholars of all disciplines with the primary goal of providing a golden opportunity to learn and advance various modern-day skills. Participants were given time to clear their doubts, and the sessions truly assisted them in learning a modern skill that they can fully utilise in the advancement of their career.

**Student Development Programme on Virtual Interaction and Marketing (30 hrs)**  
**under**  
**Project VISTAR from 22/7/2021 to 29/7/2021**

In order to brushen up the skills among the students, a Student Development Programme (30hrs) was organized under the rolling project VISTAR by the Centre for Skill Development in collaboration with IQAC from 22/7/2021 to 29/7/2021. The primary goal of project VISTAR was to provide everyone with a golden opportunity to learn and progress. The programme reached its success because of the guidance and blessings of Prof. Rabi Narayan Kar, Principal of Shyam Lal College, Dr. Kavita Arora, Convenor of Centre for skill development, Dr. Kusha Tiwari, Coordinator of IQAC, CSD faculty team. This course covered various topics like content writing; digital Marketing, conducting webinars, graphic designing, and oratory skills etc. 69 students attended the course. They took full advantage from the course and were also provided with modules.



**SLC (University of Delhi)**  
**Shyam Lal College**  
**Center for Skill Development & IQAC**  
*present*  
**Virtual Interaction & Marketing**

**Student Development Programme for 30 hrs**  
**Under Project VISTAR**

**22<sup>nd</sup> July, 2021 - 29<sup>th</sup> July, 2021**

***Modules to be Covered***

Graphic Designing

Oratory Skills  
&  
Handling Stress



Creative Writing

Digital Marketing  
&  
Conducting Webinars

Faculty Organizing Team

***Dr. Gayatri Chaturvedi Dr. Kinshuk Majumdar Dr. Seema Dabas***  
***Dr. Komilla Suri Dr. Ritu Aggarwal Mohd. Sajid Ms. Sumanjeet***

Student Team

***Nehakshi Kamran Siddharth Jasmine Bharat Ayush Shruti***  
***Yash Rawat Bhavika Govind Nikita Sonia Yash Gautam***

**Dr. Kavita Arora**      **Dr. Kusha Tiwari**      **Prof. Rabi Narayan Kar**  
Convenor, CSD              Coordinator, IQAC              Principal, SLC

◆ **For queries mail us at: [csd@shyamlal.du.ac.in](mailto:csd@shyamlal.du.ac.in)**

# प्रोजेक्ट विस्तार का लक्ष्य कौशल बढ़ाना : रवि नारायण

रवि नारायण  
काठजवा आकाश



रवि नारायण काठजवा आकाश

विश्वविद्यालय के करीब 50 छात्रों के लिए डिजिटल मार्केटिंग, कंटेंट राइटिंग, ग्राफिक डिजाइनिंग, और वीडियो एडिटिंग पर प्रशिक्षण कार्यक्रम का उद्देश्य उन सभी महाविद्यालयी छात्रों को कौशल प्रदान करना है जो डिजिटल मार्केटिंग और सोशल मीडिया के क्षेत्रों में करियर बनाना चाहते हैं। यह छात्रों को उच्च शिक्षा के अलावा नौकरियों के लिए भी तैयार करेगा।

प्रोजेक्ट विस्तार का लक्ष्य कौशल बढ़ाना है। इस कार्यक्रम का उद्देश्य उन सभी महाविद्यालयी छात्रों को कौशल प्रदान करना है जो डिजिटल मार्केटिंग और सोशल मीडिया के क्षेत्रों में करियर बनाना चाहते हैं। यह छात्रों को उच्च शिक्षा के अलावा नौकरियों के लिए भी तैयार करेगा।

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## वार्ड में चल रहा है स

रवि नारायण काठजवा आकाश का कहना है कि वार्ड में चल रहा है। प्रोजेक्ट विस्तार का लक्ष्य कौशल बढ़ाना है। इस कार्यक्रम का उद्देश्य उन सभी महाविद्यालयी छात्रों को कौशल प्रदान करना है जो डिजिटल मार्केटिंग और सोशल मीडिया के क्षेत्रों में करियर बनाना चाहते हैं। यह छात्रों को उच्च शिक्षा के अलावा नौकरियों के लिए भी तैयार करेगा।

**क्रेन से युवक का पैर कुचला**

