7.3 Institutional Distinctiveness
Provide the details of the performance of the institution in one area distinctive to its vision, priority and thrust Provide the web link of the institution in not more than 500 words
"The institution strives to empower students with knowledge and skills in their chosen fields, by providing opportunities to realize their potential by motivating them towards community linked initiatives, thereby shaping them into future leaders" Hence keeping in mind the vision statement of our college decided to empower students with knowledge by providing them with more certificate courses. Hence, the college during the AY 2018-2019 proposed various add on courses as listed below. Digital Media: Graphic design: The objective of the add-on course is to train the students in executing their creative ideas digitally and exploring the "right" side of their brain. Also to help the students understand how and when they need to promote in this current day and age of booming social media. Basic aesthetics and understanding design. Training students in making better/more aesthetically pleasing presentations. Developing technical proficiency in softwares- both illustrator and Photoshop. Stock market: Social media marketing: the aim of the course is to take Business Online, Increase Sales using Social Platforms, implement new medium of advertising and Understanding the Scope of budding E-Commerce Sphere. Google ad words, Facebook and twitter: Equity market: The course focuses on teaching the stock market industry, learn how to invest and trade in stock markets, Learn how to read charts and make a price based analysis and Understand the movement of the market by observing price fluctuations. Digital photography Digital illustration: this course helps students understand the fundamentals of graphics and various aspects of designs. Students learn the fundamentals of typography, its scope, and application in designing for print and design UI elements Create artworks & illustrations for print & publishing. All the courses help students to increase their skillsets. These courses help students to explore new opportunities in the areas that were not possible by learning in the classroom environment. Students benefit from these courses as these are short term certificate courses which happen after college hours and are considered to be highly economical. Many of these courses introduced, offered internship to students in their allied branches. All the add

on courses inculcated a social entrepreneurial spirit in students. This is linked to our vision of community linked initiatives, shaping them into future leaders.

Name of the Value-added Course	Date of commencement	Date of Completion	Total number of students
Digital Media	23.07.2018	28.07.2018	22
Graphic Design	13.08.2018	18.07.2018	11
Stock market	04.09.2018	08.09.2018	13
Social Media Marketing	17.12.2018	22.12.2018	17
Google Adwords, Facebook and twitter	11.02.2019	17.02.2019	24
Equity Market	05.03.2019	10.03.2019	20
Digital Photography	30.04.2018	05.05.2019	18
Digital Illustration	30.04.2018	05.05.2019	16
Red hat 6 Linux Administration	15.09.2018		24

The following are sample formats for the various courses introduced in the year 2018-2019…..

Education *

○ Junior College

○ Diploma

✓ Degree College

○ Masters

Are you a current SVKM student

✓ Yes

○ No

Course Opted *

○ Course 1: Integrated Course in Film-making

✓ Course 2 : Certified Digital Media Marketing

○ Course 3: Integrated Course in Television (ICTV)

○ Course 4: Anupam Kher's Actor Prepares

Email ID *

natasha.bhagwagar@gmail.com

Mobile Number *

9819719620

Heard about us from *

○ Social Media

○ Recommended by friends

✓ Promotion in college

Promotional Code
(if any)

Submit

Never submit passwords through Google Forms.

https://docs.google.com/forms/d/1Qz7BmJbhai4VngHR7bak7M6dUYTend

Registration Form

SR NO.	STUDENT NAME	19-03-2018	20-03-2018	21-03-2018	23-03-2018	26-03-2018
		Sign	Sign	Sign	Sign	Sign
1	KAJAL K JOSHI					
2	HINAL H MODI					
3	ISHITA MANDAVIA					
4	VAISHALI SONI					
5	MIRAJ SHAH					
6	AANCHAL CHOTLANI					
7	KAREENA MAJITHIA					
8	ZAHRA LAKDAWALA					
9	AKHIL JAIN					
10	NISHTHAASOLIYA					
11	NATASHA BHAGWAGAR					
12	JITESH SHARMA					
13	YUVANKSHIVENUGOPAL					
14	SIMRAN KATTA					
15	RUCHIKA RUNWAL					
16	ADARSH SETHI					
17	BHAVIK PHULPAGAR					
18	DEVANSH AGARWAL					
19	TANVIDINESH NANDU					
20	DHARTI TILIA					
21	Vineeta Choudhary					
22	Ria Bangard					
23	VAIBHAV DHUPIA					
24	ANUSHA SINGH					
25	SUYASH SURANA					
	Course instructor					
	course coordinator					

Add-On Course on stock market 19-03-2018 to 23-03-2018 Attendance Sheet

Attendance

CERTIFICATE OF COMPLETION

This is to certify that

Preyasi Baxi

has successfully completed the basic course in

Social Media Marketing

at Usha Pravin Gandhi College of Management, in association with
The Indian Institute of Digital Education in March 2018.

ASHISH MEHTA
COURSE COORDINATOR
USHA PRAVIN GANDHI COLLEGE

Dr.ANJU KAPOOR
PRINCIPAL
USHA PRAVIN GANDHI COLLEGE

KARAN SHAH
FOUNDER
IIDE

Certificate

USHA PRAVIN GANDHI COLLEGE OF MANAGEMENT

STUDENT FEEDBACK FORM FOR ADD-ON COURSES   DATE:

NAME OF THE TEACHER: Karan Shah

NAME OF THE COURSE: Social Media Marketing

*Please tick in the correct bracket: (√)

1) The knowledge I gained through this course is

( ) below average   ( ) average   (√) good   ( ) excellent

2) The command of the faculty over his content is

( ) below average   ( ) average   (√) good   ( ) excellent

3) Faculty's attitude toward students

( ) below average   ( ) average   (√) good   ( ) excellent

4) Faculty's skill in making the class interactive while teaching

( ) below average   ( ) average   (√) good   ( ) excellent

5) Compare the course to your expectation

( ) below average   ( ) average   (√) good   ( ) excellent

PTO

6) Were you able to get what you were looking for in the course

( ) No   ( ) unsure   (✓) Yes

7) How likely it is that you would recommend this course to your colleague or friend?

( ) No   ( ) might be   (✓) surely

8) Would you like to enroll for second level of the same course?

( ) No   ( ) might be   (✓) surely

9) In about 100 words describe your experience:

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NAME (OPTIONAL)..

Feedback