



JAGRAN COLLEGE OF ARTS, SCIENCE & COMMERCE

(Self-Financing Co-Ed English Medium Post Graduate College Affiliated to CSJM University, Kanpur)

620-W, Block, Saket Nagar, Kanpur – 208014

Tel.No.3243435 Fax: 0512-2604965 E-mail:jagrancollegeasc@gmail.com Web: jagrancollege.ac.in

Q. 6.5.1 Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes. It reviews teaching learning process, structures & methodologies of operations and learning outcomes at periodic intervals and records the incremental improvement in various activity.

Introduction-

College has established an Internal Quality Assurance Cell (IQAC) on 26th February 2021, in accordance with the requirements of the National Assessment and Accreditation Council (NAAC). With a commitment to continuous quality enhancement, the IQAC is seamlessly integrated into the institution's framework, dedicated to achieving and sustaining excellence in various facets of academic, administrative, and financial performance. The primary objective of IQAC is to take steps towards the fulfilment of the mandates of NAAC. It is committed to create a conducive and efficient academic environment.

The IQAC works with the belief that excellence and quality are not one-time goals but a continuous process. The IQAC reviews operational, instructional, and learning techniques proactively to guarantee ongoing improvement. It examines the curriculum, instructional practices, methods of assessment, and other aspects of the learning process. To establish and implement the standards of quality for the institution's academic and administrative operations; it sets the benchmark for quality-enhancement and define the short-term and long-term goals of the institution.

IQAC reviews physical resources on regular basis and suggests up-gradation of infrastructure and facilities as and when required through establishment of various executive committees. It ensures the adequacy, accuracy, and proper maintenance of support structures and services for the college





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community. It also oversees timely, effective, efficient, and progressive academic, administrative, and financial operations at college.

Therefore, increasing the effective functioning of all systems is the major concern of IQAC and the team works tirelessly to create smooth, transparent ecosystem to achieve its objectives.

After formation of IQAC following improvements are instructed by the committee –

- Committee members decided to conduct more value-added programs to enrich the curriculum.
- Vocational courses prepared by college were accepted by the CSJM University and being started by the college based on NEP 2020.
- Discussed MoU's with different organizations to facilitate *internship* programs.
- Decided to provide remedial classes for slow learners.
- Development of feedback form and outlining its process.
- To organize orientation program for Semester I students and suggested to invite parents also.
- Departments to continue with inter-class competitions, curricular, co-curricular and extracurricular activities.
- Chairperson shared that proposal to include internal assessment in the curriculum of B.com (Hons) was appreciated by the Dean Academics, CSJM University, Kanpur and implemented by Board of studies.
- To encourage faculty members to adopt innovative practices in teaching as in the previous years
- To continue with department wise guest lectures and workshops.
- To organize FDP/Workshop
- To organize National level Seminars and conferences by the departments





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- To motivate more and more students to participate in extension activities as to increase the social outreach.
- To continue with inter-class cultural and sports activities
- To enhance students' skills and qualities
- To continue with counseling and mentoring system
- To encourage students to outshine in various sports and cultural events.
- To create and issue an email id for handling grievances of the students.
- To get alumni association registered.
- To deploy alternate sources of energy and energy conservation measures such as solar panel to be deployed in the institution
- To see the requirement of ICT enabled classes and tools as to conduct online classes smoothly.
- Development of waste management.

Reshma Rajani

Dr. Reshma Rajani
Coordinator IQAC

Asmita Dubey

Dr. Asmita Dubey
Principal and Chairperson (IQAC)






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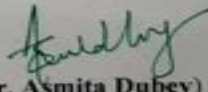
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Academic Calendar

 **Jagran College of Arts, Science & Commerce**
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Academic Calendar for the Session 2018-2019

S.No.	PARTICULARS	DATE
1.	Counseling & Admissions	June 1 st to July 14 th , 2018
2.	Commencement of Session and Orientation	July 16 th , 2018
3.	Independence day	August 15 th , 2018
4.	Fine arts and management activities	Last week of August, 2018
5.	Internal Examination	September 24 th to 29 th , 2018
6.	Educational lecture	First week of October, 2018
7.	Science exhibition	Last week of October, 2018
8.	End Semester Exam.	November 22 nd to December 03, 2018
9.	Semester Break	December 4 th to December 9 th , 2018
10.	Educational trip	Mid December, 2018
11.	Starting of Even Semester Class	December 10, 2018
12.	Alumni meet(AAJ)	December 29, 2018
13.	Winter Vacation	December 31 st , 2018 to January 05, 2019
14.	Republic day celebrations	January 26 th , 2019
15.	Internal Examination	February 14 th to 20 th , 2019
16.	End Semester Exam.	First week of May, 2019
17.	Summer Vacation	May 10 th to June 20 th , 2019


(Dr. Asmita Dubey)
Principal


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An initiative of Dainik Jagran

Under the aegis of Shri Puranchandra Gupta Smarak Trust

Reg. Office: Shri Puranchandra Gupta Smarak Trust

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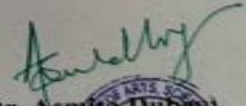

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Academic Calendar for the Session 2019-2020

S.No.	PARTICULARS	DATE
1.	Counseling & Admissions	June 1 st to July 15 th , 2019
2.	Commencement of Session and Orientation	July 16 th , 2019
3.	Independence day	August 15 th , 2019
4.	Hindi Diwas	September 14 th , 2019
5.	Internal Examination	September 23 rd to 28 th , 2019
6.	End Semester Examination	November 21 st to December 2 nd December, 2019
7.	Kalanjali	First week of December, 2019
8.	Starting of Even Semester Class	December 10 th , 2019
9.	Alumini meet(AAJ)	Last week of December, 2019
10.	Winter Vacation	December 31 st to January 4 th , 2020
11.	Republic day celebrations	January 26 th , 2020
12.	Educational workshop	First week of February, 2020
13.	Internal Examination	February 13 th to 19 th , 2020
14.	End Semester Exam.	First week of May, 2020
15.	Summer Vacation	May 10 th to June 20 th , 2020


(Dr. Anshu Dubey)
Principal



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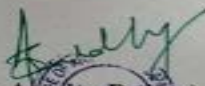
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Academic Calendar for the Session 2020-2021

S.No.	PARTICULARS	DATE
i.	Counseling & Admissions	June 1 st to July 31 st , 2020
2.	Commencement of Session	August 04 th , 2020
3.	Independence day	August 15 th , 2020
4.	Hindi Diwas	September 14 th , 2020
5.	Internal Examination	First week of December, 2020
6.	Winter vacation	December 31 st to January 6 th , 2021
7.	Saturday Club Activities	16 th , 23 rd , 30 th January, 2021
8.	Republic day celebrations	January 26 th , 2021
9.	End Semester Exam.	First week of March, 2021
10.	Starting of Even Semester Class	Second week of March, 2021
11.	Internal Examination	Last week of April, 2021
12.	End Semester Exam.	Mid June, 2021
13.	Summer Vacation	Last week of June, 2021



(Dr. Anurita Dubey)
Principal





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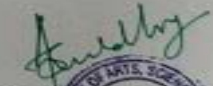
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Academic Calendar for the Session 2021-2022

S.No.	PARTICULARS	DATE
1.	Counseling & Admissions	June 1 st to July 31 st , 2021
2.	Commencement of Session	August 02 nd , 2021
3.	Independence day	August 15 th , 2021
4.	Hindi Diwas	September 14 th , 2021
5.	Internal Examination	September 20 th to 25 th September, 2021
6.	Semester Examination	First week of December, 2021
7.	Semester break	Second week of December, 2021
8.	Winter break	December 31 st 2021 to January 8 th 2022
9.	Commencement of semester	January 9 th , 2022
10.	Republic day celebrations	January 26 th , 2022
11.	Internal examination	February 14 th to 19 th , 2022
12.	Literary workshop	March 12 th , 2022
13.	National seminar	April 2 nd , 2022
14.	Semester examination	May first week, 2022
15.	Summer break	May 15 th to June 10 th , 2022



(Dr. Ananta Dubey)
Principal





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Academic Calendar for the Session 2022-2023

S.No.	PARTICULARS	DATE
i.	Counselling & Admissions	June 11 th to July 31 st ,2022
2.	Orientation and Commencement of Session	August 1 st ,2022
3.	Literary and fine arts events	August 5 th to 7 th ,2022
4.	Independence day	August 15 th ,2022
5.	SDP and FDP	September 10 th ,2022
6.	Hindi Diwas	September 14 th ,2022
7.	Internal Examination	September 19 th to 24 th September, 2022
8.	Saturday club activities	October 8 th and 29 th ,November 14 th ,2022
9.	Semester Examination	First week of December,2022
10.	Semester break	Second week of December,2022
11.	Educational trip	December 2023
12.	Alumini meet	December 30 th ,2023
13.	Winter break	31 th December 2023 to January 7 th 2023
14.	Commencement of semester	January 9 th ,2023
15.	Republic day celebrations	January 26 th ,2023
16.	Internal examination	February 6 th to 11 th ,2023
17.	Technical events on science day	February 27 th and 28 th ,2023
18.	Last day of classes	April 29 th ,2023
19.	Semester examination	May,2023
20.	Summer break	May 15 th to June 10 th ,2023

(Dr. Asmita Dubey)
Principal



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Vocational Courses Run by College approved by CSJM University

VOCATIONAL COURSE ON POSITIVE PSYCHOLOGY AND COUNSELLING



CONDUCTED BY
DEPARTMENT OF PSYCHOLOGY

JAGRAN COLLEGE OF ARTS, SCIENCE AND COMMERCE

AFFILIATED TO

C.S.J.M. UNIVERSITY, KANPUR

620, W- BLOCK, SAKET NAGAR, KANPUR- 208014 (U.P.)

Website:jagrancollege.ac.in

Title of the course: Positive Psychology and counselling
Duration: 6 months
Noted Department of HEI to run course: Psychology Department of Jagran College of Arts, Science and Commerce
Broad Area/Section: Psychology
Sub Section: Positive Psychology
Nature of the course: Independent
Aligned MQP Level: Foundation
Name of proposed skill partner: Little Leap (Holistic Mind Pvt Ltd)
JOB prospects: Counsellor, Social Worker, Motivational Speaker, Life Coach, Human Resource Specialist, Recreational Therapist
Syllabus:

Unit	Topic	Sub Topic	General/Skill component	Theory/Practical/ GI/Internship/ Training	No. of theory hours Total- 15 for +1 credit	No. of Skill hours Total- 40 for +2 credits
I	Positive Psychology	Understanding Psychology as a field	Meaning of psychology	Theory	2	
		Understanding Positive Psychology, Positive emotions, Positive thoughts	Self-awareness	Theory	3	
		The Self-Reflection and Insight Scale (Grant et al., 2002)	Assessment	Practical		5
II	Individual Strength	Inner Strength, Self-Assessment, Self-Esteem	Character strength and virtues	Theory	3	
		Identifying individual strength through VIA scale	Assessment	Practical		5
III	Happiness	Pursuit of Happiness: Gratitude, Hope, Forgiveness	Meaning of happiness	Theory	4	

		Spirituality				
		Happiness Measure (with Snyder, 2002)	Assessment	Practical		5
		Measurement of subjective well-being through – the satisfaction with life scale (SWLS), Diener, Emmons, Lenzen, Lambert, 1985)	Assessment	Practical		5
IV	Counselling	Basis of Counselling	Meaning of counselling and guidance	Theory	5	
				Theory	5	
V	Counselling skills	Learning Counselling skills through role-play, videos, observations etc. i.e support building, Empathy, Non-judgmental attitude	Support building, Empathy, Non-judgmental attitude	Practical/Internship/ Training		10
				Practical/Internship/ Training		20

Suggested Reading:

1. Baumgardner, S.R. & Crothers, M.E. (2008). Positive Psychology. Pearson.
2. Carr, A. (2004). Positive Psychology: The Science of Happiness and Human Strength U.K. Routledge.
3. Snyder, C.R., Biswas, D.J. (2012). Positive Psychology: The scientific and practical exploration of Human Strengths. Thousand Oaks, CA: Sage.
4. Snyder, C. R. & Sheme, J.L. (2008). Handbook of Positive Psychology. Oxford University Press.

Suggestive digital platforms web links-

- <http://www.pearsoned.com/india/homepage>
- <http://www.sagepub.com>
- Canadian Positive Psychology Association
- International Positive Psychology Association
- Positive Psychology Center (UPenn)
- Positive Psychology Review (PPRC)

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VOCATIONAL COURSE

ON MEDIA REPORTING AND EDITING



CONDUCTED BY
DEPARTMENT OF HUMANITIES

JAGRAN COLLEGE OF ARTS, SCIENCE AND COMMERCE

AFFILIATED TO C.S.J.M.UNIVERSITY, KANPUR

620, W- BLOCK, SAKET NAGAR, KANPUR- 208014 (U.P.)

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Title of the course : Media Reporting and Editing
 Duration : 6 months/ 75 hrs. (including internship)
 Nodal department of HET to run course : Humanities Dept, Jagran College of Arts, Science and Commerce, Kanpur.
 Broad Area/ : Print Journalism
 Sub Sector : Media Reporting & Editing
 Nature of the Course : Independent
 Aligned NSQF Level : Foundation
 Name of proposed skill partner : Jagran Institute of Management & Mass Communication, Kanpur.
 Job prospects : Reporter & Sub- editor in newspapers and magazines etc.

UNIT	TOPIC	GENERAL/ SKILL DEVELOPMENT	THEORY/ PRACTICAL/ INTERNSHIP/ TRAINING	NO OF THEORY HOURS	NO OF SKILL HOURS
UNIT 1	News: Concept, Definition, Types of news: Hard & Soft news, Elements of News, News Source, News Angle, Reporter: responsibilities and qualities, Basics of reporting, 5W+1H, News – structure: Intro, body & conclusion, Inverted Pyramid style, Media terminology.	General	Theory	05	
UNIT 2	Beat: Concept, Meaning, Types of Beats, Press Conferences, Interviewing: Purpose, format and preparation, Formats of reporting, Breaking news, news update, follow up, news analysis.	General	Theory	04	
UNIT 3	Editorial department of a daily newspaper: Newsroom setup and the day's work, Functions of editor, assistant editor, news editor, deputy news editor, chief sub-editor, senior sub-editor and sub-editor, News desk: News – flow, Edition-wide planning & copy management with updates.	General	Theory	04	
UNIT 4	Editing: Concept, Need for news-editing, Editing skills, Basics of grammar and language, Understanding the theme/ storyline, news angle and prioritization of key facts, Accuracy	General	Theory	04	

	and direct sentences. Online reporting & editing, Editing and proof-reading symbols, Headlines: Purpose, Types, Skills for headline writings, Headlines typography, Translation: Meaning, Types.				
UNIT 5	Writing Practices of Letters to Editor, Press-releases and Today's programmes.	Skill Development	Practical/ Internship	15	
UNIT 6	Reporting and Editing news of different beats like Crime, Accidents, Tragedies, Politics, Education, Administration and Life style. Five hours practical session for each segment of news reporting and editing with headlines.	Skill Development	Practical/ Internship	30	
UNIT 7	Translation from English to Hindi and Hindi to English.	Skill Development	Practical/ Internship	15	

Suggested Readings :

1. NEWS WRITING by George A. Hough
2. News Reporting and Writing by Alfred Lawrence Lorenz & John Vivian
3. News Writing and Reporting by James M Neal and Suzanne S Brown
4. A concise course in Reporting by B.N.Ahuja & S.S. Chhabra.
5. Editing by B.N. Ahuja & S.S. Chhabra.

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**VOCATIONAL COURSE
ON
BASICS OF 3D ANIMATION**



**CONDUCTED BY
DEPARTMENT OF DRAWING AND PAINTING**

JAGRAN COLLEGE OF ARTS, SCIENCE AND COMMERCE
Affiliated to C.S.J.M. University
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SUMMARY	
Nodal Dept. of HEI	Drawing and Painting Dept., Jagran College of Art, Science & Commerce
Programme	Basics of 3D Animation
Duration	6 Months /75 Hours
Name of Proposed Training Partner	Jagran Institute of Digital Animation
Aligned NSQF LEVEL	Foundation
Job Prospects	Animator, Story Board Artist
Credits	
Minimum Credits Required for Certificate	3
Nature of Course -Progressive	

Introduction:

The Basics of Animation is a 6 Month program. The course covers basic techniques in 3D Animation and Design. By the end of the course you will be able to create a 3D Animation Video. After completing the program successfully student will be able to:

- Demonstrate techniques of 3D Animation
- Understand the production pipeline
- Work with high-end 3D software
- Produce work portfolio for employer engagement

S. No	Course Name	Lectures		Credits
		T	P	
1	Drawing and Concept of 3D Animation	25	0	1
2	Concept of 3D Animation with Maya-Soft	0	30	1
3	3D Animation Production Process and Project Development	0	30	1
		15	60	3

Basics of 3D Animation	
Drawing and Concept of 3D Animation (THEORY)	E-1
On completion of the course, the students will be :	
<ul style="list-style-type: none"> • Understanding the techniques of drawing for animation • Understanding the drawing techniques of backgrounds and it's elements for animation movies • Applying the human anatomy study for the movements. • Applying the Anatomy study on cartoons and child character drawing 	
Course Content:	
Unit I: An introduction of how to make drawings for animation, shapes and forms, About 2D and 3D drawings, Life drawing, Cartooning-fundamentals, Exaggeration, Silhouettes	3 Hours
Unit II: Background elements, trees, mountains, clouds, water bodies, buildings, science fiction story backgrounds, backgrounds of mythological stories perspective drawing lights and shadows day night scenes.	3 Hours

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Unit III: Structure of male and female body, comparative study of male and female body. Body parts:- Head, Torso, hands, legs, foot and palm. Face:- Different elements of face and their distribution on face. Study of mouth, nose, eyes and ears.	4 Hours
Unit IV: Child and cartoon study- Understanding child's figure, proportion and construction of child body, face, chubbiness, hand, feet and gestures. Understanding cartoon characters, drawing from basic shapes, line of action, distortion of proportion, cartoon faces, eyes, mouths, hairs, nose, hands, feet, gestures and poses.	5 Hours
Text Books: A handbook of Perspective-Stephen M. Ship Reference Books: Human anatomy by-Victor Ferand 2.Figure drawing made easy by-Aditya Chari 3.Cartoons- Persten Blair	

Basics of 3D Animation Semester-I Concept of 3D Animation with Maya-Lab (PRACTICAL)	P-30, C-1
On completion of the course, the students will be:	
<ul style="list-style-type: none"> Understanding about basic principles of animation. Understanding the animation Maya, they practice to apply various animation principles and learn different tools for Animation in Maya Analyzing the various techniques of Animation in Maya Applying the various technique and tools 	
Course Content	
Unit I: Introduction to animation principal (12 basic principal), Understanding different types of Experimental animation. Understanding the animation in Maya and practice to apply various animation principles and learn different tools for Animation in Maya.	4 Hours
Unit II: Animation tools in 3D, "Applying animation techniques". Overview of Maya's playback controls, Exploring maya's animation preferences, Details about graph editor, Bouncing Ball Exercise, Body language.	4 Hours
Unit III: Animating object along a motion path, Utilizing the trax-editor to blend animation clips. Controlling attributes with set driven keys, Animating with constraints, Previewing animations in real-time with play blasts, Introduction to scene animation and key framing.	8 Hours
Unit IV: -Make various expressions of models and use them for blend shapes. -Make different kinds of biped walk (Happy, Sad, Attitude and Tiptop) -Create run, jump, skid animations. -Make animations of coin drop, ball bounce, path animation.	14 Hours
Text Books: Survival kit for animators -Sir William Richards Mastering Autodesk Maya 2018 by Eric Keller	
Reference Books 1. Introducing Maya 2018 by Dariush Derakhshani. * Latest editions of all the suggested books are recommended.	

Basics of 3D Animation Semester-I 3D Animation Production Process and Project Development(PRACTICAL)	L-0 T-0 P-30 C-1
On completion of the course, the students will be :	
<ul style="list-style-type: none"> Understanding various departments of 3D animation studio and understanding pre production pipeline for using story, script, character designing, background and layouts, staging Storyboarding, voice over, Background audio, animatic. Applying the production process pipeline for character animation and post production pipeline used for rendering in 3D animation. Applying the various types of 3D animation tool and techniques to create project and creating animated video uses various 3D animation tools. 	
Course content	
Unit I : Introduction to animation principal (12 basic principal), Understanding different types of Experimental animation and practice to apply various animation principles and learn different tools for Animation in Maya.	5 Hours
Unit II : Animation tools in 3D, "Applying animation techniques". Overview of Maya's playback controls, Exploring maya's animation preferences. Details about graph editor, Bouncing Ball Exercise, Body language.	5 Hours
Unit III: Utilizing the trax-editor to blend animation clips. Controlling attributes with set driven keys, Animating with constraints, Previewing animations in real-time with play blasts, Introduction to scene animation and key framing.	5 Hours
Unit IV Make an animation of a character walking in street he pick up some object and throw it. Make various expressions of models and use them for blend shapes Make different kinds of biped walk (Happy, Sad, Attitude and Tiptop) Create run, jump, skid animations. Make animations of coin drop, ball bounce, path animation	15 Hours
Text books :Survival kit for animators -Sir William Richards Mastering Autodesk Maya 2018 by Eric Keller	
Reference books :1.Introducing Maya 2018 by Dariush Derakhshani. 2.The 3D production Pipeline by Fabio Pellacini	

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(Self-Financing Co-Ed English Medium Post Graduate College Affiliated to CSJM University, Kanpur)

620-W, Block, Saket Nagar, Kanpur – 208014

Tel.No.3243435 Fax: 0512-2604965 E-mail:jagrancollegeasc@gmail.com Web: jagrancollege.ac.in

VOCATIONAL COURSE ON ADVERTISING



CONDUCTED BY
DEPARTMENT OF BUSINESS ADMINISTRATION

JAGRAN COLLEGE OF ARTS, SCIENCE AND COMMERCE

AFFILIATED TO

C.S.J.M. UNIVERSITY, KANPUR

620, W- BLOCK, SAKET NAGAR, KANPUR- 208014 (U.P.)

Website:jagrancollege.ac.in

Title of the Course: Advertising

Duration: 6 months

Nodal Department Of HEI to Run Course: Department of Business Administration, Jagran College of Arts, Science & Commerce, Saket Nagar, Kanpur

Broad Area/Sector: Marketing

Sub Sector: Sales Promotion & Advertising

Nature of the Course: Independent

Aligned NSQF Level: Foundation

Name of Proposed Skill Partner: Jagran Prakashan Ltd, 92.4 FM, MSME, Advertising Agencies, Production Houses, Recording Studios

Job Prospects: Copywriter, Animation Industry, Graphics Industry, Modelling, Media Production House, Digital Marketing

UNIT	TOPIC	GENERAL/SKILL DEVELOPMENT	THEORY/PRACTICAL/ INTERSHIP/TRAINING	NO. OF THEORY HOURS	NO. OF SKILL HOURS
UNIT 1	Meaning, definition, features and types of advertising	General	Theory	2	
	Significance of advertising, economic & social aspects of advertising	General	Theory	2	
	Legal aspects of advertising in India	General	Theory	2	
UNIT2	Integrated Marketing Communication, evolution of Integrated Marketing Communication, importance of IMC	General	Theory	2	
	Communication process, promotional mix: tools for IMC, IMC planning process	Skill Development	PRACTICAL		3
UNIT 3	Advertising objectives, importance of objectives, sales as an advertising objective	General	Theory	2	
	AIDA Model DAGMAR Approach	General	PRACTICAL		2
UNIT 4	Advertising appeals	Skill Development	Internship/training		3
UNIT 5	Message strategies	Skill Development	Internship/training		4
	Advertising Budget	General	Theory	3	
UNIT 6	Media Planning & Strategies	General	Theory	2	
	Print Media and Outdoor	Skill	Internship/training		12

	media Broadcast and Internet Media	Development			
	Copywriting (TV, RA,DiD, WEB)	Skill Development	Internship/training		12
	Media Production houses, printing, Graphics, Animation, Modelling & Dubbing	Skill Development	Internship/training		12
UNIT 7	Measuring Advertising effectiveness	Skill development	Practical/internship/training		12

Suggested Readings:

Advertising & Sales management by C.N.Sontak,Advertising Management Text & Case by U.C.Mothur

Advertising Management by Batra,Advertising Management by F.C.Batra

Case Study: SITARA FOODS ,a home grown pickle business goes global with Google Ads

Case Study: IDEA CELLULAR "What an Idea ,Sir Ji"

Case Study: TATA TEA "Jaaga Re"

Case Study: AITIHDevoBhava,Aalya Bharat"

Case Study: TANSHQ's Raksha Bandhan film celebrates bond between sisters -in -low

Case Study: LUX, star studded legacy

<https://youtu.be/VIK2pBS3v0>

<https://www.youtube.com/watch?v=sIPwrtwqWc>

<https://courses.lumenlearning.com/boundless-marketing/chapter/introduction-to-integrated-marketing-communications/>

<https://www.tidra.com/blog/advertising-appeals/>

<https://www.yourarticlelibrary.com/advertising/techniques-to-measure-advertising-effectiveness/48670>

Suggested Continuous Evaluation Methods: Theory Examination, Viva-Voce, Market Survey/Project report based on the internship/training

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**VOCATIONAL COURSE
ON
OFFICE AUTOMATION USING MS OFFICE**



CONDUCTED BY
DEPARTMENT OF COMPUTER APPLICATION

JAGRAN COLLEGE OF ARTS, SCIENCE AND COMMERCE

AFFILIATED TO
C.S.J.M. UNIVERSITY, KANPUR
620, W- BLOCK, SAKET NAGAR, KANPUR- 208014 (U.P.)
Website:jagrancollege.ac.in

UNIT #	OFFICE APPLICATIONS – I MS-WORD	General	Theory	P	PS
	<ul style="list-style-type: none"> • Organizational Skills • Creating, editing, saving and printing documents • Working with font-face & font-size • Modifying text-effects with colour & bulle format • Complexly representing data Charts & Graphs • Saving data entries Using Data Fields • Annotating Data, Data Menu, Sub text, Filtering Data • Formatting text-styles • Linking & Embedding Graphics 	MS Development	Practical	3	15
	<ul style="list-style-type: none"> • MS-POWER POINT • Planning a Presentation • Access Screen • Creating a New Database • Creating Tables • Working with Forms • Creating queries • Feeding information in Database • Types of Reports • Printing & Print Preview • Importing data from other databases-MS. MS Excel etc. 	MS Development	Practical	3	15
	<ul style="list-style-type: none"> • MS-EXCEL • Learning, entering, creating, and printing tables • Applying auto-format • Adding custom animation • Using data-formulas • Import and Mail-Merge • Complexly representing data Charts & Graphs • Creating professional data for Presentation 	MS Development	Practical	3	15
	<ul style="list-style-type: none"> • UNDERSTANDING HOW TO SEARCH/STORAGE • Bookmarking and Going to a specific website • Copy and paste Internet content into your word file and email • Understanding social-media platforms such as Facebook & Many more • Learn with real practice 	MS Development	Practical	3	15

Suggested Readings:
 1. Fundamentals of computers - V Agarwal - Prentice-Hall of India
 2. Microsoft Office 2007 Bible - John Walkenbach with Tyson Faith, Wenging-Jay N. Pragas, Michael R. Gray, Peter D. Allen, and Lisa A. Buhl - Wiley India Pvt. Ltd.

Title of the course	Office Automation Using Ms Office
Duration	6 months
Nodal department of HEI to run course	Computer Application, Jagran College of Arts, Science & Commerce, Saket Nagar, Kanpur
Broad Area/Sector	Office Automation
Sub Sector	Ms-Office
Nature of the course	Independent
Aligned NSQF Level	Foundation
Name of Proposed Skill Partner	ICPL Pvt. Ltd.
Job Prospects	Office Automation, Data Entry, Data Analyst, Data Presenter, Desktop Publishing

UNIT	TOPIC	GENERAL/SKILL DEVELOPMENT	THEORY/PRACTICAL/ INTERSHIPPING TRAINING	NO. OF THEORY HOURS	NO. OF PRACTICAL HOURS
UNIT 1	BASICS OF COMPUTER Introduction to Computer Memory, CPU, I/O Devices, Computer Network	General	Theory	4	
UNIT 2	OPERATING SYSTEMS MS-WINDOWS Operating System, Windows Desk top – GUI, Desktop icons and their functions, Closing Boxes, Task Bar, Parts of Windows, Keyboard short keys in windows Working with Helpdesk & Word Pad	MS Development	Practical		3
UNIT 3	OFFICE APPLICATIONS – I MS-WORD	MS Development	Practical	3	15

Wiley India Pvt. Ltd.

- The complete reference Linux - Richard Peterson - Tata McGraw - Hill Edition 4. A Conceptual Guide to OpenOffice.org
- R. Gabriel Gurley- Create Space Independent Publishing Platform, 2008
- Introduction to Information Technology - Alexis Leon, Mathews Leon, and Leena Leon, Vijay Nicole Imprints Pvt. Ltd., 2013.
- Computer Fundamentals - P. K. Sinha Publisher: BPB Publications
- Operating System Concepts - by Abraham Silberschatz, Greg Gagne, and Peter Baer (Galvin) Publisher: Wiley, 8 edition (July 28, 2008)
- Computer Networking 6th ed. - J.F. Kurose and K.W. Ross - Pearson
- Data Communications and Networking - Behrouz A. Forouzan, 2nd Edition - Mc-Graw Hill Education
- Discovering the Internet: Complete - Shelly Cashman 4th Edition - Course Technology
- Computer & Internet Basics: Step-by-Step - Etc and the Cluster - infinity Publishing
- <http://en.wikipedia.org>
- <https://bosslinux.in/files/default/files/BOSS4.0-Usermanual.pdf> (For EduBOSS 3.0)
- <https://wiki.openoffice.org/wiki/Documentation>
- <http://windows.microsoft.com/en-in/windows/windows-basics-4171cc>

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Paper Code- voc-149

VOCATIONAL COURSE DATA SCIENCE USING PYTHON



CONDUCTED BY
DEPARTMENT OF COMPUTER APPLICATION

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<ul style="list-style-type: none"> Working with Python Data Structure(String, List, Set, Tuple, Dictionaries) Python functions module, package. Using Python libraries for data science Importing and exporting data with Pandas Cleaning and transforming data with Pandas Creating data visualizations with Pandas 	Skill Development	Practical			10
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UNIT	TOPIC	GENERAL	SKILL DEVELOPMENT	THEORY	NO. OF THEORY HOURS	NO. OF SKILL HOURS
UNIT 1	DATA ANALYSIS WITH Numpy :- Introduction to Numpy, Numerical Computing with Numpy, Conducting statistical analysis with Numpy Working with Numpy arrays Performing numerical computations with Numpy Conducting statistical analysis with Numpy	General	Skill Development	Theory	4	10
UNIT 2	Data Visualization with Matplotlib :- Introduction to Matplotlib, Customizing plots with Matplotlib, Customizing plots with Matplotlib, Advanced plotting techniques with Matplotlib Creating different types of plots with Matplotlib Customizing the appearance of plots with Matplotlib Creating interactive plots with Matplotlib	General	Skill Development	Theory	4	10
UNIT 3	Machine Learning with Scikit-Learn:- Introduction to machine learning, Supervised learning, Unsupervised learning, Evaluating model, Cross-validation Training and evaluating a simple machine learning model Applying machine learning to real-world problems	General	Skill Development	Theory	4	10

Suggested Readings:

- Python for Data Analysis by Wes McKinney
- Hands-On Machine Learning with Scikit-Learn, Keras, and Tensor Flow

- Data Science from Scratch by Joel Grus.
- Python Data Science Handbook by Jake VanderPlas.
- Python Crash Course by Eric Matthes.
- Head First Python by Al Sweigart.
- Python Cookbook by David Beazley and Brian K. Jones.
- Python for Everybody by Charles Severance.

Handwritten signatures and dates: 19/7/2023, 19/7/23, 19/7/23

Title of the course	: Data Science using Python
Duration	: 6 months
Nodal department of HEI to run course	: Computer Application, Jagran College of Arts, Science & Commerce, Saket Nagar, Kanpur
Broad Area/Sector	: Data Science
Sub Sector	: Python
Nature of the course	: Independent
Aligned NSQF Level	: Foundation
Name of Proposed Skill Partner	: Arbre Creations Private Limited. Consoletare
Job Prospects	: Data Scientist, Data Analyst, Data Engineer, Business intelligence Analyst.

UNIT	TOPIC	GENERAL/SKILL DEVELOPMENT	THEORY/PRACTICAL/ INTERSHIP/TRAINING	NO. OF THEORY HOURS	NO. OF SKILL HOURS
UNIT 1	INTRODUCTION TO DATA SCIENCE :- What is data science? The importance of data science The different types of data The different types of data science problems The different tools and techniques used in data science	General	Theory	4	
UNIT 2	PYTHON FOR DATA SCIENCE Introduction to Python Python syntax Python data types Python functions Python libraries for data science	General	Theory	4	
UNIT 3	Working with Python IDE, Python Basics DATA MANIPULATION WITH PANDAS: Introduction to pandas, importation and Data Visualization with pandas	Skill Development General	Practical Theory	4 2	5

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Some Photographs of MoUs Sign between College and Various Institutions



Heartfulness Education Trust



Awoke India Group



Pandit Prithi Nath (PG) College



Well-Known Computers Pvt.Ltd.

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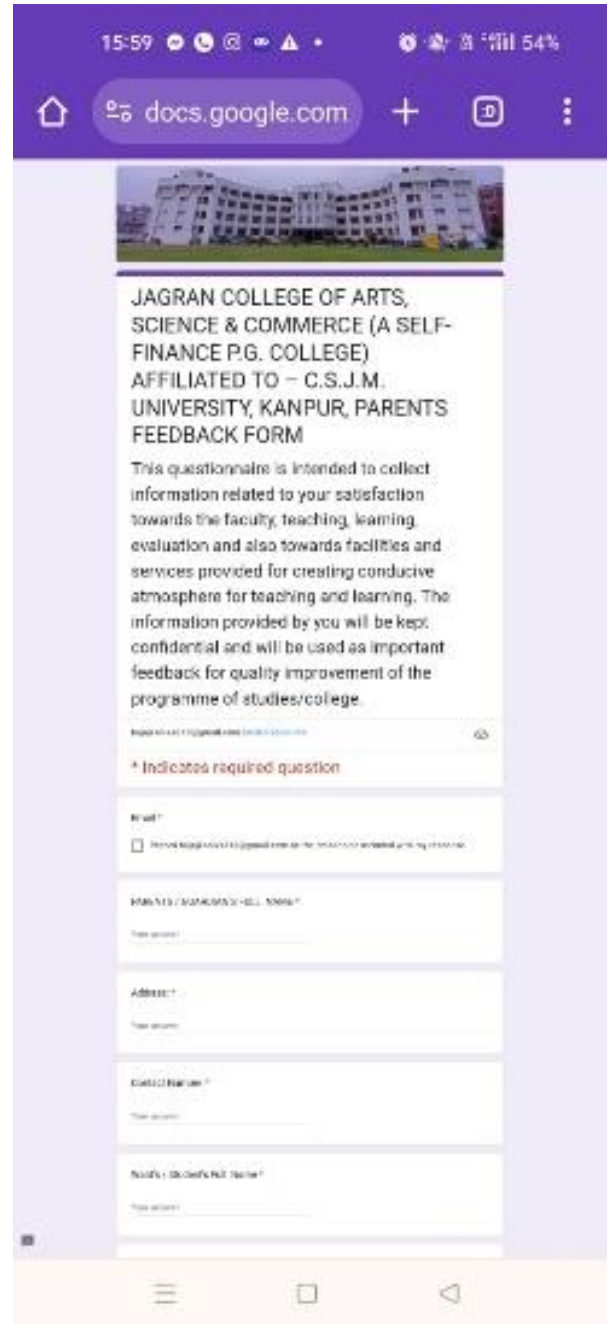
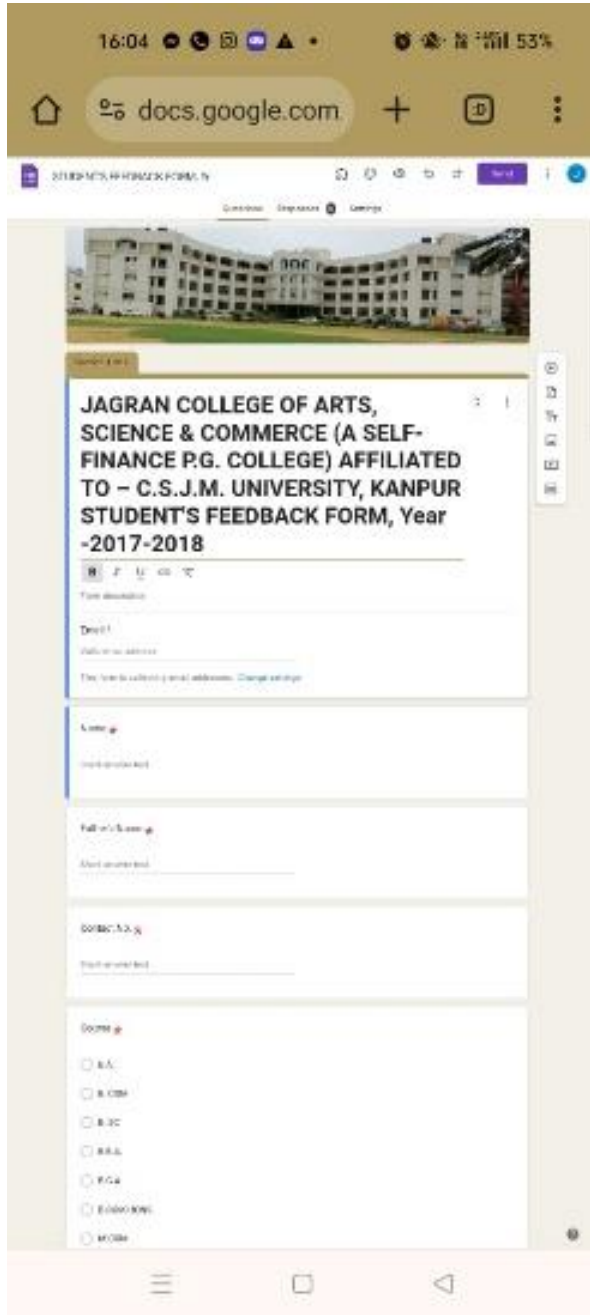
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Feedback form developed by the college





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The name:

Address of the Alumni?

The name:

Contact Number?

The name:

EMAIL?

The name:

Name of the service/organization?

The name:

Year of completion of course?

The name:

Present Occupation? Student Retired Business

College name & course / Employer's name with complete name & business Name (if existing)

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This questionnaire is intended to collect information related to your satisfaction towards the faculty, teaching, learning, evaluation and also towards facilities and services provided for creating conducive atmosphere for teaching and learning. The information provided by you will be kept confidential and will be used as important feedback for quality improvement of the programme of studies/college.

Name

Roll number

Roll no. & name

Roll no. & name

CONTACT No.

Roll no. & name

Course B.A. B.COM B.B.A. B.B.S. B.C.A. B.COM-HONS.

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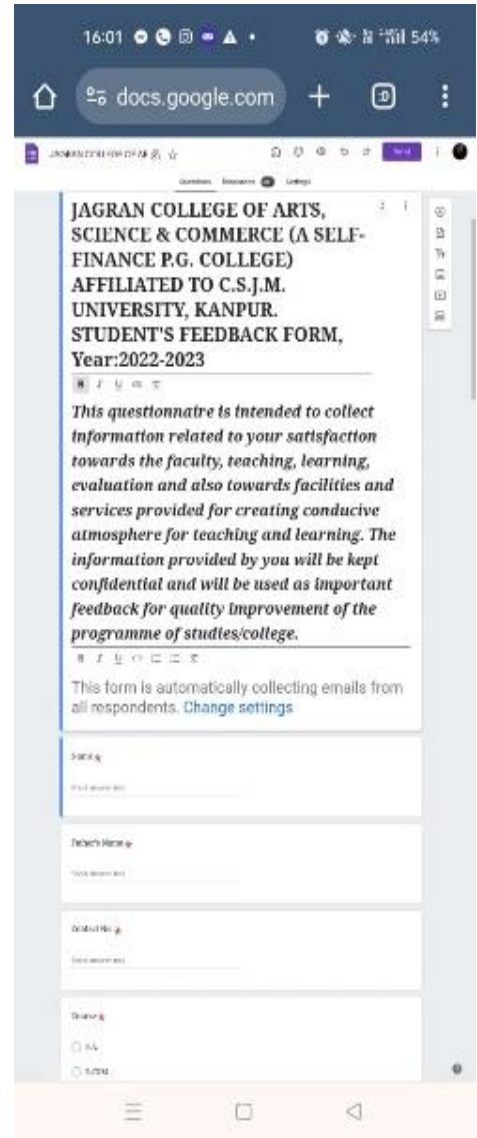
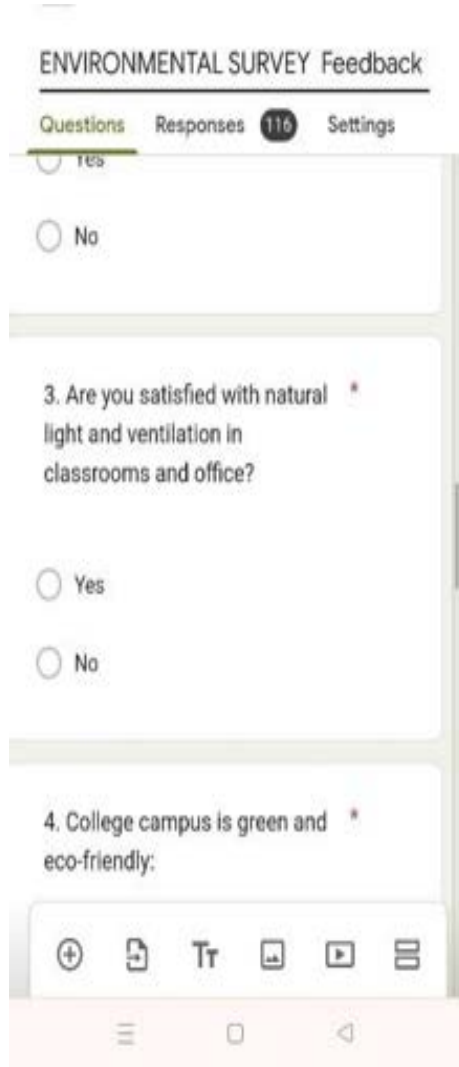
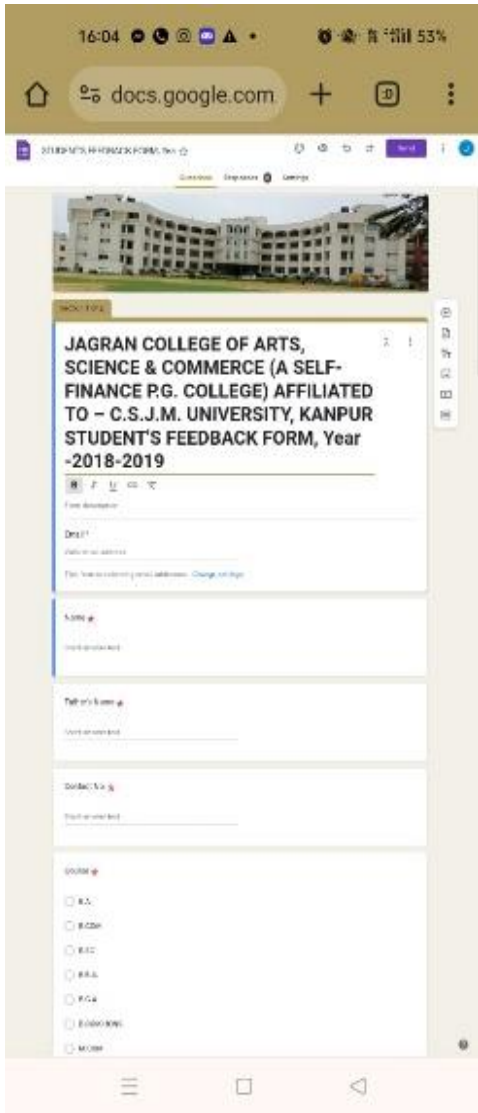


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Orientation Programs

Invitation

Jagran College of Arts Science and Commerce
Invites you to the

**Orientation
Programme
2022-2023**

Chief Guest

Mr. Prem Prakash Meena (IAS)
ACEO, UPSIDA
September 17, 2022
Time : 10:30 am
Venue: Laxmi Devi Auditorium
College Campus

INVITATION

**Jagran College Of Arts Science
& Commerce
invites you all on
the occasion of**

**BBA & BCA
ORIENTATION PROGRAMME**

September 01, 2022
Time: 11:00 am
Venue: Laxmi Devi Auditorium

**WITH TEDx SPEAKER
YASH TIWARI**

Our Alumnus

See you there!

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We are pleased to invite you all to the


Orientation Program

For M.Com students

Fri | SEP | 2022
23

Start from 10.00 AM

Lakshmi Devi Auditorium, Jagran College
of Arts, Science and Commerce



With our alumnus
Lovely Pandey
Business Development Executive
Cloudshope Technologies, Noida

Jagran College of Arts,
Science and Commerce

Invites you all
on the Occasion of

B. COM ORIENTATION PROGRAMME

SEPTEMBER 16, 2022
TIME: 10:00 AM
VENUE: LAXMI DEVI AUDITORIUM,
COLLEGE CAMPUS

Reg. Office: Shri Puranchandra Gupta Smarak Trust

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inter-class competitions, curricular, co-curricular and extracurricular activities

2018-19

Challenges and Prospects before Today's Youth



Expressions



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Redefining Colours in Umbrella Painting



Ad Mad: Exhibition of creativity in advertising



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Sports Day Celebration : Honouring Dhyan Chand



JC shine in Allahabad Central University



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Tech Buzz explores the developers



Versatile Expressions on Hindi Diwas





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Industrial visit to Pepsico 2018



Mental Health Awareness by Poster Presentation at GSVM Medical College





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बेबाक़BOL – An Open Mic Competition



Display of Scientific temperament in Science Exhibition



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ECO Town: REUSE and RECYCLE



Winners of inter-college competition at Jwala Devi Degree College



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Proud Moments @ Youth Fest



Mohit Malhotra bagged first prize in light vocal singing and Ayush Srivastava

Life Saviour: Blood donation camp



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2019-20

Time Management – A Way to Success



Women's Justice Initiative



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Industrial visit to Frontier Alloy limited



Industrial visit to Pepsico 2019





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Educational trip to Stock exchange



Six Thinking Hats: Different Dimensions of Thinking





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Hindi Divas Celebration, 2019



Nukkad Natak





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Kalanjali



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Poetry Competition on Nature and Happiness



2020-21

Online Photography





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Commercial Transactions



Poster Making and Extempore Speech



Persona Pageant



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Science Behind



RAZZMATAZZING: TEST YOUR IDEAS FOR INNOVATING MARKETING



Collage Making



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Business Game



Scavenger Hunt: Top Secret



Save Environment Poster Competition



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Junk Art from Junkyard



Unfurling Consonance: a musical afternoon.



Doodle





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Thinking is Fun



Scientific Singing



Coding Contest



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Gender Equality: Key to Empowering Women and Girls



2021-22

Celebrating tradition: Kalash Decoration Activity



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Colours of Creativity: Rangoli Competition



Spreading our Wings



Unleash the Power Within



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Winter Carnival 2021



2022-23

Orientation Program for NSS Volunteers in Collaboration with Madad ki Raha Foundation.



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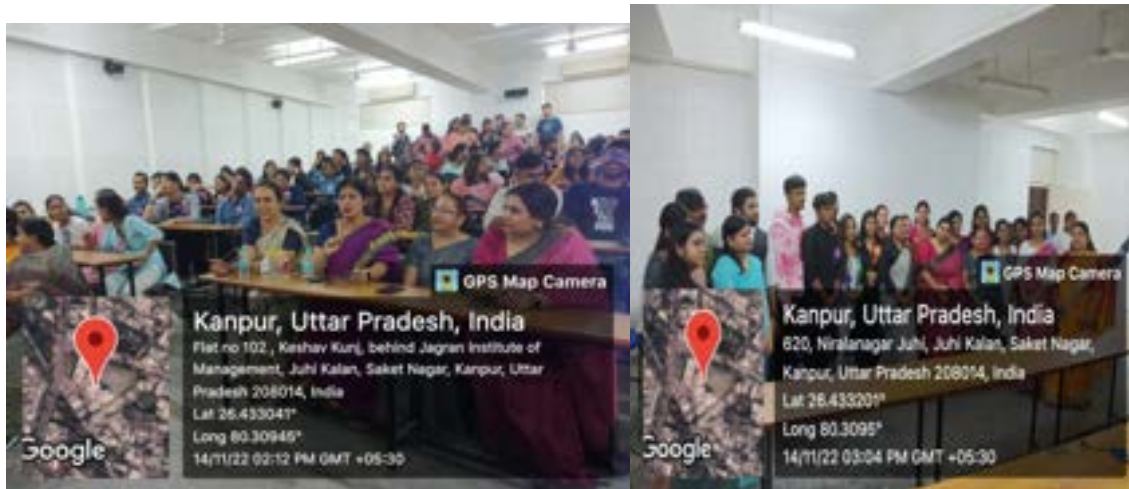
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Celebrating the Birth Anniversary of Major Dhyan Chand



Funtakshari





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Big Screen Challenge



Story Writing Competition



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Innovative Practices in Teaching

Study material (pdf/ ppt/video)

S.No	Faculty Name	Topic	Link
1	Dr. Reshma Rajani	Forfeiture and Reissue of shares	https://drive.google.com/file/d/1-I0mlsqcCw414op-8zBZxEQOgy_EostK/view?usp=drivesdk
		Redemption of Preference shares including issue of bonus shares and right shares	https://drive.google.com/file/d/1-KO8_yMZ_kMvMWt5DN0225kXiHYD0sJd/view?usp=drivesdk
		Cost and Management Accounting Unit I	https://drive.google.com/file/d/1-6zqFk-g5bg09aN-O9zSBc-h_rwxexSn/view?usp=drivesdk
		Sampling	https://drive.google.com/file/d/1-Vlh44Q18O4VKgPYm_igM9sYV9B6nZt/view?usp=drivesdk
2	Dr. Hema Rohra	Static Dynamic and Comparative economics	https://in.docworkspace.com/d/sIJ2stvhGianLsAY
		Economic growth and development Measurement of economic development	https://in.docworkspace.com/d/sIFKstvhGw6vLsAY

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		Theory of Demand	https://in.docworkspace.com/d/sIFKstvhG4oHOsAY
			https://in.docworkspace.com/d/sIOMstvhG15nOsAY
3.	Dr Anshul Saxena	Degree of Elasticity	https://docs.google.com/presentation/d/1CFm2CcRR9QO-m7hAwrype-T2PJJZ0Z8/edit?usp=drivesdk&oid=102875177271677313548&rtpof=true&sd=true
		Income Tax (Introduction)	https://drive.google.com/file/d/12I3QrJK1UkAGqsRZIMQ8sLzmmTuuEOHh/view?usp=drivesdk
		Elements Of statistics	https://drive.google.com/file/d/18ySJ4diWz8ohS_d3z7Kr2XguLJPhIuc6/view?usp=drivesdk
		Communication	https://docs.google.com/presentation/d/1GTLB1WVQ4NRXJJ1X7X4fvVwM2kJRaog/edit?usp=drivesdk&oid=102875177271677313548&rtpof=true&sd=true
		Brahmastra series for upcoming examination	https://youtube.com/playlist?list=PLRC-lcWduOlazdd-v35b0RAP2KO_xzXv1

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			&si=dCOuKO9YI_K3uOrO
		You tube Channel Link	https://www.youtube.com/channel/UCIqPNAjM-xy2wkCMnowgZIQ
4.	Dr Manisha Gupta	Measurement of central tendency	https://drive.google.com/file/d/1I15On5cuLJ7nLacenyxdUMo4HqtO1aDG/view?usp=drivesdk
		Theoretical question of Income tax	https://docs.google.com/document/d/1tfityWryw-anflu8guTelsCEyTb1RBDINOZ2iNw8sKAo/e/dit?usp=drivesdk
		Management of cash	https://in.docworkspace.com/d/sIHCPqtjDAdy696IG
		Financial market operation	https://in.docworkspace.com/d/sIEiPqtjDAbyvzrAG
5.	Dr. K.V.K Singh	FINANCIAL MANAGEMENT	https://youtu.be/S0q4q-7F73M?si=HhFCqS0KALJvNINN
		CORPORATE ACCOUNTING	https://youtu.be/NPgphdUiV2w?si=7-026MZKIoPYxBgY
		BOOK KEEPING AND BASIC ACCOUNTING	https://youtu.be/zRIOvUlkOQc?si=MAoqfmVImSod7T9z
		GST MCQ QUESTIONS WITH ANSWERS	https://docs.google.com/document/d/1DzDVumNYPFFDkMchOFvFxH

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6.	Dr. Rajeev Nayan Singh	Meaning of Company Law	https://youtu.be/mcn5QW8aOoU
		Marketing Management	https://youtu.be/H9J7tgYWNWY
		Indian Contract Act. 1872	https://youtu.be/cqxDXsgTG0c
7.	Mrs.Padmini Shukla	Human Resource Management	https://youtu.be/DqcJa9m2ckI?si=1_ls2EkTf-2xVCLY
		Cost Audit	https://youtu.be/tMCPG aYR4sc?si=5eUqjAozQ qZ9Z_az
		Cost New	https://youtu.be/ePC1fnDYUVI?si=UB7VSITQ QBIXh0c8
			https://youtu.be/Czvhd9FZ9yQ?si=2Tzw_nlvhK vEOWKI
			https://youtu.be/8tjou8yOCqw?si=ZayB9WnNy7DE865x
			https://youtu.be/HymRX==HHE4?si=h20gnWqEO r fL3_pX
8.	Dr. Shalini Agrawal	Motivation	https://drive.google.com/file/d/1eqmBcfaaRKF

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		A Study on recent advances in accounting and finance	https://docs.google.com/presentation/d/1dgM8ut9xtmaqLfEs8oB31BqulonLuDuz/edit?usp=sharing&oid=117147439369350877718&rtpof=true&sd=true
		Product and its layers	https://docs.google.com/document/d/1qfPpYe-2BxRBMZ0cz_OXjVXhwqjlucINsUw_q6aQDQ/edit?usp=drivesdk
		Liberalisation, Privatisation and Globalisation	https://youtu.be/ZrttKLKxiGE?si=DX2VknubvSwP1OgA
9.	Mrs. Himani Maggo Kumar	Statistics - Introduction, meaning, limitations, importance, scope, Methods of collecting data etc.	https://docs.google.com/presentation/d/1N5N4bH7GeR44Z-fdTIBH5iwjoZlc9oWG/edit?usp=drive_link&oid=110663562901989965781&rtpof=true&sd=true https://docs.google.com/presentation/d/1C5N_xiPszllrCc6stl7i_Tl7XrIX5zoo/edit?usp=drive_link&oid=110663562901

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			989965781&rtpof=true &sd=true https://docs.google.com/presentation/d/169N4Cc4UY4LleE0wD3CY03eUglzZp0x/edit?usp=drive_link&oid=110663562901989965781&rtpof=true&sd=true
		Cost Accounting - Introduction, need , importance, cost audit etc.	https://drive.google.com/file/d/1ZDYakWZHP1Ubr5VKdmJGtBcbuuN2g19T/view?usp=drive_link https://drive.google.com/file/d/1ZZfzHZWwEP74EC09GsHERFqFHs48uEil/view?usp=drive_link https://drive.google.com/file/d/1bKC297MCDbgEzGP2LyCzln0Ly6ApWNEg/view?usp=drive_link
		Company Law - Meaning of company, types of companies, limitations, advantages, disadvantages, principle of corporate veil etc.	http://drive.google.com/file/d/1Vf09jAii_bSGcYIce0uMxvACzYrPkO2U/view?usp=sharing/file/d/1WGJBLxNF1hPdZvA-zHx-XSmzcuBliWuA/view?usp=sharing

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10.	Dr. Anamika Singh	Introduction of Sociology Research Methodology	https://drive.google.com/file/d/1flpB6k830YkEJ4nOYL9X-xtxFPs5_aY7/view?usp=drivesdk https://drive.google.com/file/d/1fkGSFx3OL1A5qcUgOwxZ5C5aCDGTd7LG/view?usp=drivesdk https://drive.google.com/file/d/11OJyMMLEx4c3b1vs9oztpiSYdozgvPiT/view?usp=drivesdk





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11.	Dr. Jitendra Singh	Introduction of History Indus Valley Civilization Concept about rise and fall of civilizations	https://docs.google.com/presentation/d/1ZCnUcKEbz-4z6dmkxFo447ntpVnoFlWf/edit?usp=drive_link&oid=110220627921636748872&rtpof=true&sd=true https://drive.google.com/file/d/1L-Bp3O5IkNe9Xhws9eWkpgE09BF3VmdN/view?usp=drive_link https://drive.google.com/file/d/1JWVnwGlijBN E6CfQ-3P7xfNEuI08aexa/view?usp=drive_link https://drive.google.com/file/d/16yoRgn6muB UfH8vgdHAh2h4Okkhd DZnb/view?usp=drive_link
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12.	Dr. Swati Dwivedi	Marketing management Business communication	https://docs.google.com/presentation/d/1Q7vdh61unHcaYZ1EhygLA3ZAM7KVyong/edit?usp=drivesdk&oid=107840962680955579084&rtpof=true&sd=true https://docs.google.com/presentation/d/1m72AeguaQM3y9oq3641575G-gAFelTmX/edit?usp=drivesdk&oid=107840962680955579084&rtpof=true&sd=true
13.	Prashant khare	Crystal Physics(video) Crystal Physics(ppt) Doppler Effect	https://drive.google.com/file/d/1kwx5NOziEkD9S9QA0_0Y0BP27BEbsytT/view?usp=drive_link https://drive.google.com/file/d/12hauptqhv6l3kcLvohrt41yOraM1y_pT/view?usp=drive_link https://drive.google.com/file/d/1zFJHfRI-bHbTfG6knSiRfcvgSep3royC/view?usp=drive_link https://drive.google.com/file/d/1zFJHfRI-bHbTfG6knSiRfcvgSep3royC/view?usp=drive_link

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		Origin of Quantum Mechanics	
14.	Dr. Arti Katiyar	Spectrophotometer	https://docs.google.com/presentation/d/1azPMWfdGo3pw0BLKbgv0E_ShIDU8ie4S/edit?usp=drive_link&oid=100429383927341420477&rtppof=true&sd=true https://docs.google.com/presentation/d/1nQ7SOvIKo45rznjolHmJESNLTlmlCzic/edit?usp=drive_link&oid=100429383927341420477&rtppof=true&sd=true https://docs.google.com/presentation/d/1VEAGLoPqpJh9WB03gbuCyc
		Population growth models	

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		Cardiovascular system	https://docs.google.com/presentation/d/1thwk0PmZYjNRQuPhCe6BxD8CfFClst-/edit?usp=drive link&oid=100429383927341420477&rtpof=true&sd=true https://docs.google.com/presentation/d/1WGZ7GTqQqQNJTY_gJKHJdh5kuBAIOX_/edit?usp=drive link&oid=100429383927341420477&rtpof=true&sd=true
		Meiosis	





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15.	Ms. Neelanshi Trivedi	Morphology of Prawn and Type of Appendages Digestive and respiratory system of Herdmania Respiratory system of prawn Reproduction in Bacteria	https://www.youtube.com/watch?v=UrOMBeli9JU https://www.youtube.com/watch?v=sEwhL--jDNA https://www.youtube.com/watch?v=tipdiCpOSLA https://www.youtube.com/watch?v=jhAJwPIHsAM
16.	Vikas Kumar Khare	Operating System Data Structure	https://drive.google.com/file/d/16dToHZlib6cPFcyd1dHy48j85Z6aAYh3/view?usp=drivesdk https://drive.google.com/file/d/1JDi5CecQhTEKAKaQaFZN_KwhuP52nBx/view?usp=drivesdk https://drive.google.com/file/d/1v_TayGucT6Y

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17.	Dr.Usha Awasthi	1part of sequence	https://drive.google.com/file/d/1PEt69eaNEjisk6pcbVgBhixhVm_uBg6pO/view?usp=drive_link
		2 part of sequence	https://drive.google.com/file/d/1PRas8vcQKouIk3_7GHajSYxNg54RtR18/view?usp=drive_link
		1 part of convergence series	https://drive.google.com/file/d/1PEf0yaTxmtR50IAgigTD26e8RLe-pFQP/view?usp=drive_link

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		2 part of convergence series	https://drive.google.com/file/d/1P3ye61QC832bfXlMv886JYwUQC6GpMBZ/view?usp=drive link
18.	Dr. Nidhi Gupta	INDUSTRIAL LAW SALIENT FEATURES AND IMPORTANT CONCEPT OF FACTORIES ACT OBJECTIVE OF AUDITING INDIAN CONTRACT ACT 1872 INDUSTRIAL LAW	https://youtu.be/PWj00bkFM0w?si=zQL3FluCRWFGNXNw https://youtu.be/czyU5xwNjnE?si=qBOQ8_b s73lw5C_0 https://youtu.be/Yb9yvpv4eQg?si=hy4F7EFp4Jw18m5b https://youtu.be/ISMN2KDj7EQ?si=gBQJcFUTmE5VYYAU

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		AUDITING INTRODUCTION	https://youtu.be/WHf1xZP_okw?si=MfvRwzciTBxcTAWI
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19.	Mrs. Anamika Yadav	Introduction of Business Statistics	https://drive.google.com/file/d/15Zwl-2QNpuBEvBYjBmmUfCKRsZ_Tv5vt/view?usp=drivesdk
		Introduction of Advertising Management	https://drive.google.com/file/d/14Z_5dbt8ds2_KSPYcqJmE5IC1OCCR3r4/view?usp=drivesdk
		Introduction of Business Environment	https://drive.google.com/file/d/10wyANLXi5P2zieFdHfc6qYRF-AznJzzE/view?usp=drivesdk
		EVS ,Natural resources	https://docs.google.com/presentation/d/1VpJ1YDh85rFyXeYtfPEWaViosXTUI6az/edit?usp=drivesdk&oid=105848529781089311347&rtpof=true&sd=true

Assignment

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S.No.		Topic	Link
1.	Dr. Reshma Rajani	Cost and Management Accounting MCQ (Unit IV and V)	https://docs.google.com/document/d/1-YR7yKa2tA35sGN-CJcVKcOJ4oL-N0hu/edit?usp=drive_sdk&oid=110050100599112482235&rt=pof=true&sd=true
2.	Dr Anshul Saxena	Ratio analysis Quiz	https://play.google.com/store/apps/details?id=com.surveyheart
3.	Dr. Shalini Agrawal	E-Commerce	https://docs.google.com/document/d/1Xw3ojsjhOQIL5vU3JTyzJHJ0PNDaYTNqUQbfg30zOFY/edit?usp=drivesdk
4.	Vikas Kumar Khare	Operating System Operating System	https://drive.google.com/file/d/1dwqe7LznXwADnR33CGqi1NWq54rdLiwt/view?usp=drivesdk https://drive.google.com/file/d/10QOTPh43F1A6Ap8kDHg-lvewneR0aHV6/view?usp=drivesdk

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		System Analysis and Design	https://drive.google.com/file/d/1ffNOcA127v10eTbqK05kLTBt6yMxMlWc/view?usp=drivesdk
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Online Assessments:

S.No.		Topic	Link
1.	Dr. Reshma Rajani	Cost and Management Accounting MCQ (Unit IV and V)	https://docs.google.com/document/d/1-YR7yKa2tA35sGNCJcCvKcOJ4oL-N0hu/edit?usp=drivesdk&oid=110050100599112482235&rt=pof=true&sd=true
2.	Dr. K.V.K Singh	Financial Management	https://docs.google.com/document/d/1OFlnEK_i2U19VtIRWZPC8kChp3ZAHOITsHk065JS5cU/edit?usp=drivesdk

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		Income Tax Law and Practices	https://docs.google.com/document/d/1VqSknTazJPSnwPmXk0MF4zXINerdZerSFblvNk1B5w8/edit?usp=drivesdk
3.	Dr. Rajeev Nayan Singh	International Trade MCQs	https://docs.google.com/forms/d/e/1FAIpQLSdb05_ALYS6kTDjK0NcQ-WKs3Vmbt3NRcJXA8rhXOI47aWH7w/viewform?usp=sf_link
4.	Mrs. Mukta Anand	Business Ethics MCQs	https://forms.gle/4541Bh8No1XW57oB7
			https://drive.google.com/file/d/1IvMJDWNLPW9Nj5CLv99iMNvt7Qu9ORRt/view?usp=drivesdk https://drive.google.com/file/d/1IvMJDWNLPW9Nj5CLv99iMNvt7Qu9ORRt/view?usp=drivesdk

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			https://drive.google.com/file/d/1IvMJDWNLPW9Nj5CLv99iMNvt7Qu9ORRt/view?usp=drivesdk
			https://drive.google.com/file/d/1rmaw7wCezFk5Wa5UWPRJKOLu1KrV72rr/view?usp=drivesdk
		Business Communication (Unit 1)	https://drive.google.com/file/d/1eWvPQLGfDpqOdpQr2bpWOVhaqJs1QTzE/v
5.	Dr. Shalini Agrawal	1.Fundamentals of entrepreneurship	https://forms.gle/dtU1c9aBS5P7yoTV6
		2. Organizational Behaviour	https://forms.gle/xe6incagerZHYXWh6

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6.	Mrs.Shikha Tewari	Indian Economy(Concept) Business Environment(Socio-Cultural Enviroment)	https://youtu.be/r3pTMwdQzKM?si=sn7aSH1cANqUJN7A https://youtu.be/PblRB8L10vA?si=tc1E6YwV0dOx5IIL
7.	Dr. Swati Dwivedi	Business environment	https://docs.google.com/presentation/d/1m72AeguaQM3y9oq364I575G-gAFelTmX/edit?usp=rivesdk&ouid=107840962680955579084&rt_pof=true&sd=true
8.	Dr Anju Sachan	Forms of Poetry 1	https://drive.google.com/file/d/1Mn42SgAdXFI902ev7EhJfcgLWxUwggEM/view?usp=drive_link
		Forms of Poetry 2	https://drive.google.com/file/d/1PX3scNsSo2CWHNs9vmcy2UPC8_1VsnQN/view?usp=drive_link

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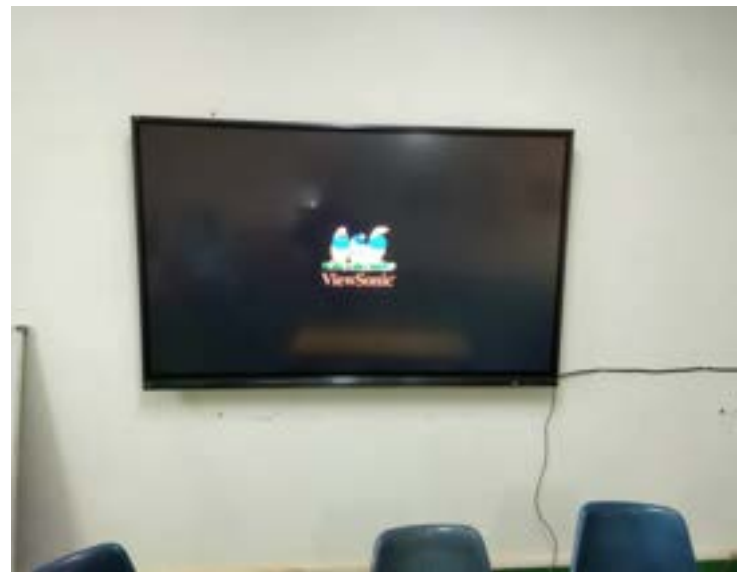
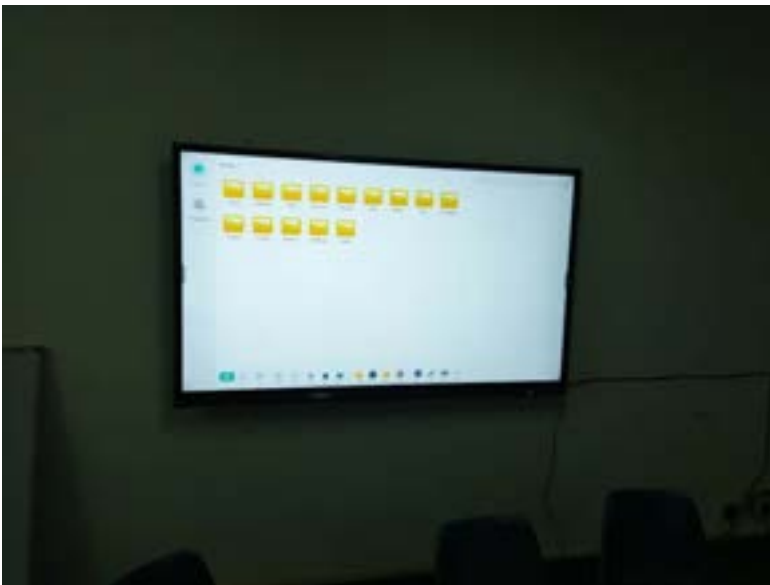
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		Tragedy	https://drive.google.com/file/d/1jJYG_gfcCTefa9TNqB7gUOrDEo5cMer7/view?usp=drive_link
		Comedy & Tragic comedy	https://drive.google.com/file/d/1HQIAXhBLbWgWSiTbaUG90Q8BuZadxLtk/view?usp=drive_link

ICT Tools in College

Smartboard



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Projector use to teach in classroom





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Guest Lectures And Workshops

National Seminar on Indian Economy at Crossroads



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A Seminar on Acharya Prafulla Chandra Ray: Father of Chemical Research



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Income Tax Return Filing Workshop for Faculty



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Seminar on Role Played by Women in the Corporate World



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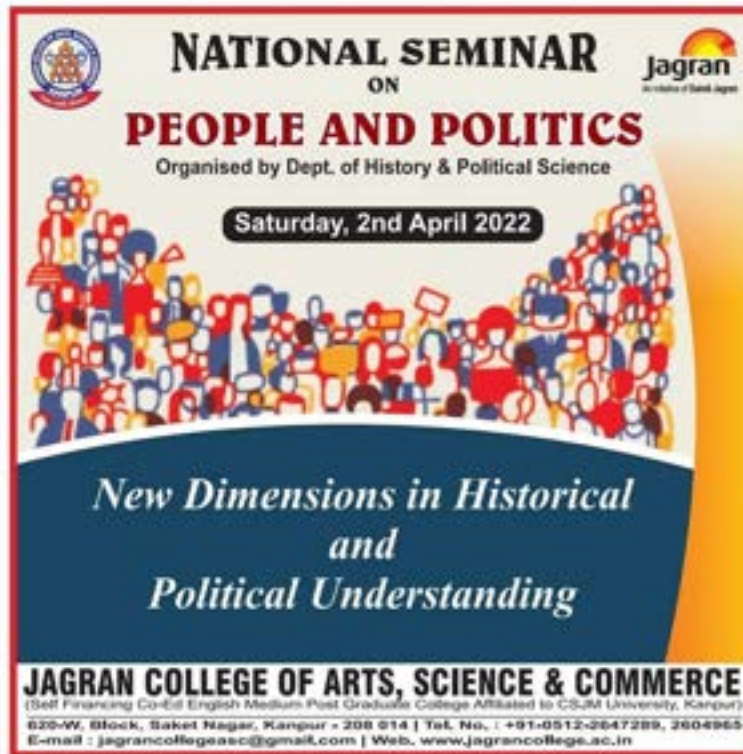
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National Seminar on People and Politics



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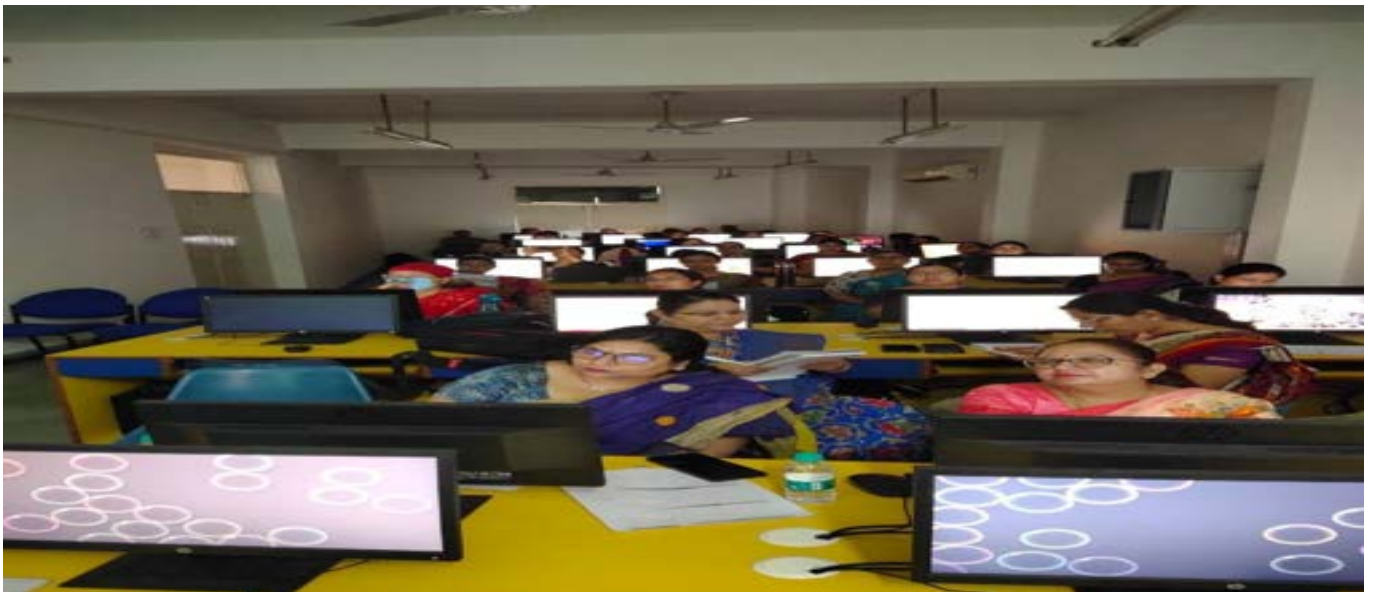
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Hypothesis Testing for Small Samples using SPSS





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Guest Lecture on the G20 Summit in India

7th Oct 2023



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Workshop on Digital Marketing



A Webinar on Headwinds to India's Economic Growth Trajectory

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Under the aegis of Shri Puranchandra Gupta Smarak Trust
Presents
LIVE WEBINAR
On
HEADWINDS TO INDIA'S ECONOMIC GROWTH TRAJECTORY : CURRENT CHALLENGES AND FUTURE POSSIBILITIES...
Sunday, 31st May 2020
from 4:00 -5:30 p.m.

Keynote Speaker:
Prof. Deepanshu Mohan
Associate Professor, Economics and Statistics Centre for World Economic Studies, IIT Kanpur (former Visiting Professor, Department of Economics, Lucknow University) and also Visiting Professor of Economics

Moderator:
(Prof.) Dr. Sadhana Singh
Principal, GGS College, Saket Nagar, Kanpur and also Visiting Professor of Economics, Government College, Kanpur

Session will be broadcasted live on Facebook through following link:
<https://www.facebook.com/170522626977914/lives/>



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FDP on Data Analysis Using MS- Excel



SDP on GDPI Preparation





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Skill Development through Employability Programmes @ GTT



NAAC Workshop



Workshop on Career Prospects after Graduation



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Workshop on Stock Market



Workshop on Filing of Income Tax Return



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Guest Lecture on Electronics in Daily Life



Guest Lecture on Health and Fitness



Guest Lecture on Introduction to Plant Pathology





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Guest Lecture on Drug Discovery and Clinical Trials'



Folk Music



Workshop on Research Methodology



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Workshop On Importance of Digital Skills



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Symposium on MSME: The Path to India's Glory

विकास के लिए उद्यमियों की जीवनी पढ़ें

kanpur@inext.co.in
KANPUR (28 Dec): जागरण कॉलेज ऑफ आर्ट्स साइंस एंड कॉमर्स सहित नगर व एथोसक इंडिया फरवर्डेशन की तरफ से बुधवार को महाविद्यालय के लक्ष्मी देवी सभागार में 'एमएसएमई: द पाथ ऑफ इंडियास ग्लोरी' पर सेमिनार का आयोजन किया गया. जागरण एजुकेशन फरवर्डेशन के सीईओ डॉ. जेएन गुप्ता की अध्यक्षता में कार्यक्रम हुआ. मुख्य अतिथि प्रवीण कुमार द्विवेदी ने राष्ट्र के आर्थिक विकास के लिए प्रमुख उद्योगपतियों की जीवनी को पढ़ने की अपील की.

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श्रीयुक्त विवेक कुमार वर्मा संयुक्त निदेशक एमएसएमई ने उद्योगपतियों को दी जाने वाली सुविधाओं की जानकारी दी. संस्थान सारिणी अग्रस्त्री व डॉ. ईशा गुप्ता ने किताब, सुदेश जीवास्वय, डॉ. मनीषा गुप्ता, डॉ. सारिणी अग्रस्त्री, एके पांडे, डॉ. आरएन सिंह, डॉ. राधाचल, अंशुल सक्सेना मौजूद रहे.

श्रीयुक्त विवेक कुमार वर्मा संयुक्त निदेशक एमएसएमई ने उद्योगपतियों को दी जाने वाली सुविधाओं की जानकारी दी. संस्थान सारिणी अग्रस्त्री व डॉ. ईशा गुप्ता ने किताब, सुदेश जीवास्वय, डॉ. मनीषा गुप्ता, डॉ. सारिणी अग्रस्त्री, एके पांडे, डॉ. आरएन सिंह, डॉ. राधाचल, अंशुल सक्सेना मौजूद रहे.

BUDGET Analysis 2023





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Tel.No.3243435 Fax: 0512-2604965 E-mail:jagrancollegeasc@gmail.com Web: jagrancollege.ac.in

Data Literacy Workshop



One Day Workshop on Chromatography



Reg. Office: Shri Puranchandra Gupta Smarak Trust

Jagran Building 2, Sarvodaya Nagar, Kanpur-208005 Ph: 0512-3941399

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A Workshop in Collaboration with the Institute of Company Secretaries of India (ICSI), On the Importance of ‘Role and Responsibility of Company Secretaries in Corporate Governance



Musical Carvaan Workshop



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Social Outreach

Health and Hygiene Drive



Teaching Communication Skills to Kids



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Joyful Learning through Art and Craft



Vidyarthi Vigyan Manthan Felicitation @ Jagran college





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Music Department spreads Harmony at Parishadiya School



Exploring Artistry





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Alternate Sources of Energy, Energy Conservation Measures and Waste Management

Solar Energy Panels on the Rooftop of the Building



Solar Panel Control Meter along with Wheeling to the Grid Panel





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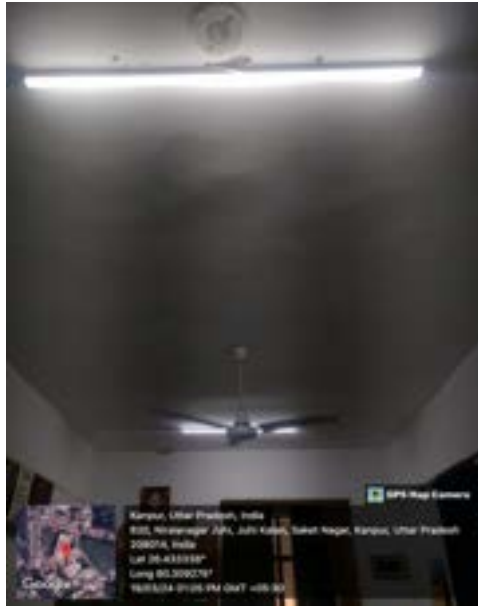
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Use of LED Bulbs and Tube lights in College

1. Principal Room



2. Auditorium





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Use of Dustbin in the college



Compost pit



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Rain Water Harvesting



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Parking



Use of Bicycles for student



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Bore Well



Green Campus



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Lift



Pedestrian Friendly Pathway (Ramp)

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Reshma Rajani

Dr. Reshma Rajani
Coordinator IQAC

Asmita Dubey

Dr. Asmita Dubey
Principal and Chairperson (IQAC)

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