

Presentation on ADB 12



About the Project



Himachal Pradesh Kaushal Vikas Nigam (HPKVN) , under its flagship project of skill development, aims to provide ample number of employments in the three sectors : i) Media & Entertainment ii) IT-ITes and iii) BFSI Sectors.

The purpose of Graduate Add-On programme is to train 3500 final year undergraduate students in Media & Entertainment, IT-ITes and BFSI sectors in 15 Govt. Colleges and to improve the employment potential of the students and provide placement opportunities. Focal Skill Development Pvt. Ltd. has been selected as Training Service Provider by HPKVN for implementation of this programme.

This programme isn't only providing skill development classes, but, ensuring placements as well. After the completion of the training period, the students will be assessed, followed by placements.

STAKEHOLDERS



S.No	Particular	Role Responsibility	Remarks
1	Asian Development Bank	Funding Agency	
2	Himchal Pradesh Kaushal Vikas Nigam	Monitoring Agency	
3	Sector Skill Council(Media & Entertainment , BFSI)	Assessment & Certification Agency, Trainer Certification	Conduct Assessment from third party
4	Focal Skill Development Corporation pvt.ltd	Implementing Agency/TSP	

What are the sectors and courses involved in the Graduate Add-on Program?



**Information
Technology**

**Media and
Entertainment**

**Banking,
Financial
Services and
Insurance**

What are the courses involved in the Graduate Add-on Program?



**Social Media
Manager
(NSQF Level-6)**



325 hour

**Account Executive
(NSQF-5)**



350 hour

What is the eligibility criteria?



Final Year Under Graduate Students are eligible to get enrolled in the Graduate Add-on Program

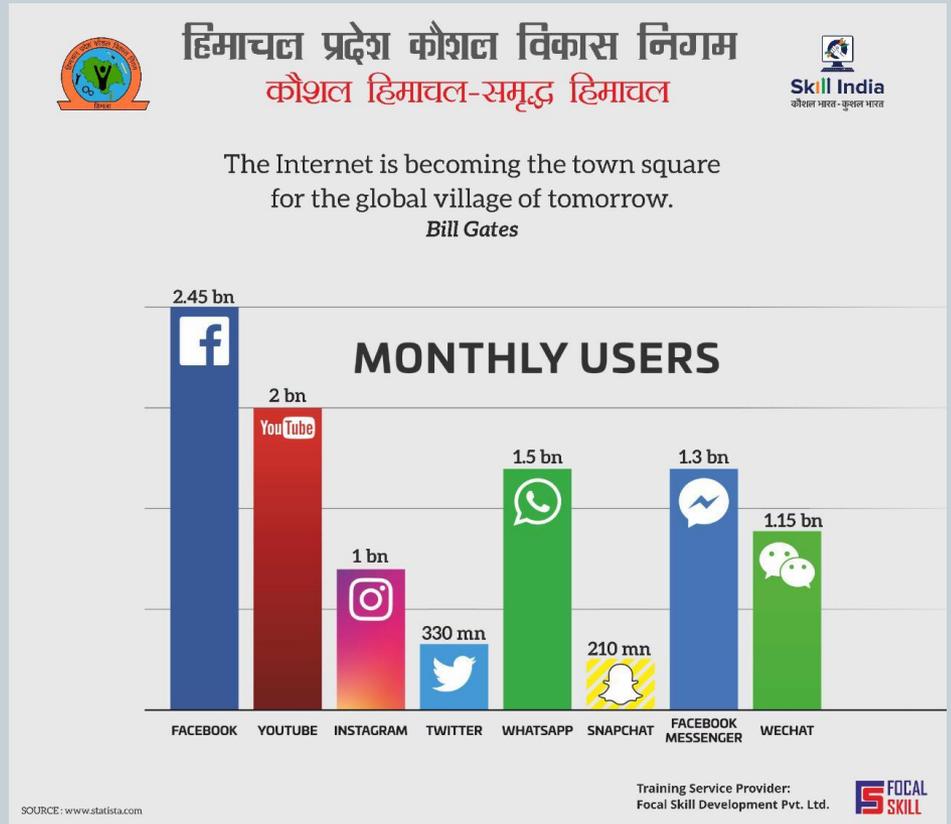
- ❖ I'm pursuing B.Com, can I get enrolled in Media and Entertainment Sector?
- ❖ I'm an Art student, but, I want to Account Executive, is it possible?
- ❖ I'm confused which course to choose!



- You would get enrolled in these program, based on your interests, knowledge and looking at your career aspects.
- There will be a proper counseling session to help you choose the right course for you.

What are the job roles of a Social Media Manager?

1. Create long-term and short-term strategy for social media marketing in sync with organizational objective and goal.
2. Identify various steps in effective implementation of the organizational social media strategy
3. Develop a management information system by identifying various management control points and prepare analytic reports with key information for the management



What are the job roles of a Accountant Executive ?

The person is responsible for maintaining records of accounts for the purpose of preparing periodic reports around GST from time to time.

- Perform functions relating to filling returns by the applicable due dates.
- Recognize the applicability of GST
- Incidence of Taxation



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Training Service Provider:
Focal Skill Development Pvt. Ltd.

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FOCAL
SKILL

Training Outcomes of this program If I choose Media and Entertainment Sector



After completing the Course, participants will be able to:

- ❖ Create a digital marketing strategy based on the organization's goals and objectives.
- ❖ Initiate the implementation process and conduct digital marketing campaigns for the organization.
- ❖ Optimize the performance of campaigns and manage budget allocation.
- ❖ Track the progress of digital marketing campaigns and prepare performance reports for key stakeholders.
- ❖ Manage the team of marketing executives and monitor their performance.
- ❖ Maintain workplace health and safety.

Training Outcomes of this program If I choose Banking, Financial Services And Insurance Sector



After completing the course, participants will be able to:

- ❖ Compute tax liabilities namely GST, making to the Government, filing of returns and maintaining records of the same for audit purpose.
- ❖ Fill the form and register under GST.
- ❖ Make payment electronically of such amount of tax liability.
- ❖ Fill-up the tax return form in the prescribed format with relevant transaction details.
- ❖ File periodic GST Returns independently.

What will be the daily duration of the training classes?

How will I manage to attend Graduate Add-on Program classes along with my academic classes?



- The Duration of the daily training classes will be of 2 hours.
- Graduate Add-on Program is designed in accordance with your academic calendar.
- Your main classes won't be disturbed.
- In fact, these training classes will give you the practical knowledge of your main course.

Where will the classes be held and how long will it take to complete the course?

Who will provide training?



- The classes will be held in your college only.
- The duration of your daily training classes will get increase in vacations (after your final exams) in order to complete the course on time.
- Professional trainers have been appointed to train you in the respective courses.

Do I need to Pay for if I choose to get enrolled in Graduate Add-on Program?



- This is a Himachal Pradesh Government Sponsored Training Program, and hence, the training is free of cost.
- Though in market, these courses cost from 30,000 to 80,000 Rs.
- However, just to make sure the enrolled candidate is serious about getting trained in the respective sector, a refundable security amount of 500Rs is mandatory.
- The amount will be refunded to the candidate after the completion this program.

Will I get any certificate after the completion of my training? What is the value of the certificate?



- Yes, you will get a Government Certification (NSQF) after the completion of the program.
- This certificate will help you get recognized in the market as an experienced candidate and not as a fresher.

Will I be provided any placement support?

Can I start my own business (start-up) using these skills?



- Yes, you will be provided with placement support.
- Most Certainly you can start your own business using these skills.

Are these courses suited for women?



Yes, these courses are most in demand in the market and suited for both men and women.

As we know women face a number of challenges in accessing and completing quality education and training, and more so in transitioning to decent employment.

This program via skill development offers a mean of broadening occupational choices and efforts to encourage women to participate in education, training and productive employment or entrepreneurship.

Assmement & certification



1. Account Executive:- Banking & Financial Services Sector skill Council.
2. Social Media Manager:- Media & Entertainment Sector Skill Council .



Thank you !