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## BA(J&MC) INTERNSHIP POLICY Guidelines & Procedures



*-: An Initiative of Tecnia Internal Quality Assurance Cell :-*

### **TECNIA INSTITUTE OF ADVANCED STUDIES** **NAAC ACCREDITED GRADE "A" INSTITUTE**

Recognized Under Sec. 2(f) of UGC Act 1956, Approved by AICTE, Ministry of HRD, Govt. of India,  
Affiliated to Guru Gobind Singh Indraprastha University.

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, NEW DELHI, 110085

ISO 9001:2015, ISO 14001:2015, ISO 21001:2018 & ISO 51001: 2018 Certified Institute;  
Rated as 'A' Category by JAC, Govt. of NCT of Delhi; A++ Category - Best Business School  
by AIMA - Business Standard Survey & included in Top 100 B & IT School by Dalal Street Investment Journal.

-: An Initiative of Tecnia Internal Quality Assurance Cell :-

# **INTERNSHIP POLICY**

## **Guidelines & Procedures**

## SOP FOR IMPLEMENTATION OF INTERNSHIP POLICY

S.N o.	PARTICULARS	DESCRIPTION
1	<b>Policy Number</b>	TIAS/IQAC/2019-22/
2	<b>Policy Structure</b>	The internship policy for the students of BA(J&MC) Programme : INTERNSHIP & ITS IMPORTANCE; Benefit of Internship / Training / Industry / Students / Institute; GUIDELINES FOR INTERNSHIP: duration and academic credentials; T & P Cell role; Pre-Internship, Guidelines for Health, safety and welfare; INDUSTRY GUIDELINES : Identify goals; Pre-Internship Planning; written plan, intern(s); INTERNSHIP REPORT: Student's Diary; Report; MONITORING & EVALUATION: Evaluation by Industry; surprise visit by Staff / Faculty Mentor visit; through seminar presentation / viva-voce at the Institute; UGC Activity Point Programme; Guidelines for Internship/ Industrial project/ Research for UG; UGC ASSISTANCE/ FACILITATION: MoUs; General Internship guidelines; Mapping
3	<b>Scope of the Policy</b>	The internship policy scope will envision exposure of industrial environment, through simulation thus creating competent professionals; sharpen the real time technical / managerial skills, current technological developments, quest for knowledge and its applicability on the job. Technical knowledge in real industrial situations, gain experience in writing Technical reports/projects with ethics, expose the students to future employers, understanding the social, economic and administrative, Environment; Understand the psychology of the workers and their habits, attitudes and approach to problem solving.
4	<b>Policy Status</b>	Original –Version -1.0 Reference UGC email Dt. Sep 20, 2018 on the topic “Workshop on TIAS Internship Policy” vide which UGC is organizing a Regional Workshops on 25.09.2018 to finalize the UGC Internship policy, Implementation Strategy and Internship Portal for the Training and Placement Officers (TPO) of the institutions
5	<b>Originated By</b>	Adopted TIAS “INTERNSHIP POLICY: Guidelines & Procedure” April 2018 & November 2018,:
6	<b>Reviewed By</b>	TIAS Internal Quality Assurance Cell (IQAC) for BA(J&MC) Programme by Coordinator, TIAS-IQAC, Tecnia Institute of Advanced Studies, Delhi
7	<b>Effective Date</b>	22/07/2021
8	<b>Approving Authority</b>	- Dr. Ajay Kumar, Professor & Director, Internal Quality Assurance Cell (IQAC), Tecnia Institute of Advanced Studies, Delhi - Coordinator, TIAS-IQAC, Tecnia Institute of Advanced Studies, Delhi, HOD Department of Journalism and Mass Communication.
9	<b>Amendment Number</b>	Nil
10	<b>Effective Date of Amended Policy</b>	Nil

## **THE INSTITUTE**

Tecnia Institute of Advanced Studies (“TIAS”) is a Flagship of Tecnia Group of Institutions; one of the Premier NAAC accredited “A” Grade Institute; Approved by All India Council For Technical Education (UGC), Ministry of Human Resource Development (MHRD), Government Of India (GoI) and Affiliated to Guru Gobind Singh Indraprastha University, Delhi; Recognized under Section 2(f) of University Grants Commission Act, 1956. The Institute conducts Master of Business Administration (BA(J&MC)), Bachelor of Business Administration (BBA), Bachelors of Arts Journalism and Mass Communication BA (JMC) & Bachelor of Computer Applications (BCA) programmes in both shifts. The institute is ISO (hereinafter ISO refers to International Organization For Standardization) 9001:2015, ISO 14001:2015, ISO 21001:2018 & ISO 51001: 2018 Certified and Instituted is Top 50 Best B-School in North Zone by The Week Hansa Research Survey, Top 50 Private Institute in India by Times BBA Education Ranking Survey; The institute has established Institution Innovation Council (IIC) under the Norms of MHRD’s Innovation Cell, GoI Dated 11.09.2019 to promote Innovation and Start up and also established Entrepreneurship Development Cell. Institute provides Value Added Programs & Career Counseling Session, Capabilities Enhancement Program on Technical and Soft Skill Expertise knowledge for development of young professional. The institute had setup TIAS-NPTEL Local chapter to complete MOOCs Course with e- certification for making students employable. Institute has ultra- Modern infrastructure and impart Value Based Education, conducts Training, Research & Consultancy, National and International Conferences and Seminars, Faculty Exchange Programme, Technical cum Cultural Fest etc. since 1998. The Institute is located at a prime location and has State-of-the-Art facilities, erudite faculties, dedicated staff members and an ambience to fulfill admirable academic pursuit.

## **VISION**

To impart holistic development, by inculcating knowledge, ethics, professional acumen including socially concerned attitude to carve out an edge in dynamic environment.

## **MISSION**

To make a thorough professional and responsible citizen through student centric teaching learning process, co-curricular, extra-curricular, enrichment, extension and outreach activities and research environment.

## **CORE VALUES**

Being a professional institute, we subscribe to, in our dealings and hold ourselves accountable to all stakeholders by maintaining integrity, honesty, openness, personal excellence, constructive self-criticism, continual self-improvement, mutual respect, professionalism, quality service & standards, innovation, objectivity and honoring our commitments.

## **QUALITY POLICY**

To provide quality education, training and expertise to improve the quality of life by improving the capabilities of human resources, thinking process, practices and performance in the Management, Information Technology and Media disciplines by adopting the quality management system through continual improvements.

## **TECNIA INTERNAL QUALITY ASSURANCE CELL (TIQAC)**

The NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC) conducts assessment and accreditation of (HEI) recognized institution to undertake the 'Quality Status' of the institution. NAAC evaluates the institutions for its conformance to the standards of quality in terms of its performance related to the educational processes and outcomes, curriculum coverage, teaching-learning processes, faculty, research, infrastructure, learning resources, organization, governance, financial wellbeing and student services. In pursuance of above for its performance evaluation, assessment & accreditation & quality up-gradation of higher education, NAAC proposes to establish an Internal Quality Assurance Cell (IQAC) as a post-accreditation quality sustenance measure. Since quality enhancement is a continuous process, the IQAC will become a integral part of the institution's system & work towards realization of the goals of quality enhancement & sustenance. The prime task of the IQAC is to develop a system for conscious, consistent & catalytic improvement in the overall performance of the institute for the post-accreditation period, it will channelize all efforts & measures of the institution towards promoting its holistic academic excellence. The Tecnia Institute of Advanced Studies was accredited on 11-Sept.-2017 with CGPA of 3.11 of 'A' Grade by NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL. IQAC established at Institute continued to strive for the betterment of systems, processes and policies setup. The NAAC visited the Institute Campus from 28<sup>th</sup> – 29<sup>th</sup> August 2017 (First Cycle) taking the tangible efforts to further has established a concrete Tecnia-IQAC hosting in TIAS-ERP in Institute.

## **IQAC VISION**

To shape and certify the quality culture in the Institute with an intention of assured all round excellence.

## **IQAC MISSION**

To channelize the efforts and establish the actions of the institute towards quantify academic and administrative talent and to be the change agent for leading and remove deficits to enrich the quality

## **IQAC GOALS**

IQAC shall evolve mechanisms and procedures for:-

- ❖ To ensure timely, efficient and progressive performance appraisal of academic, administrative and financial tasks
- ❖ To ensure relevance and quality of academic and research programmes
- ❖ To develop equitable access to and affordability of academic programmes for various sections of society
- ❖ To optimize and integrate modern methods of teaching and learning
- ❖ To ensure credibility of evaluation procedures; adequacy, maintenance and functioning of the support structure and services
- ❖ To develop research sharing and networking with other institutions in India and abroad

## **IQAC DOLES**

The doles of the IQAC are:-

- ❖ To contribute meaningfully to ensure heightened level of clarity and focus on institutional functioning towards quality enhancement through internalization of the quality culture
- ❖ To act as a nodal agency in the Institute to empower, integrate and coordinate among various quality-related activities including adoption dissemination and institutionalize of best practices, for quality outcomes
- ❖ To build an organized methodology for decision-making, quality changes, documentation of the various programmes/activities to improve institutional functioning and internal communication for quality improvement

## **IQAC ROLES**

The roles of the IQAC are:-

- ❖ To develop, disseminate information and application of quality benchmarks for various academic and administrative activities of higher education.
- ❖ To facilitate the creation of a learner-centric environment conducive to quality education and faculty maturation to adapt the required knowledge and technology for participatory teaching and learning process
- ❖ To establish network to coordinate, facilitate and implement feedback response on quality-assurance initiatives by involving the stakeholders
- ❖ from students, parents and other stakeholders
- ❖ To organize inter and intra institutional workshops, seminars on quality related themes and promotion of quality circles
- ❖ To develop and maintain institutional databases through TIAS-ERP (MIS) for the purpose of maintaining, enhancing, quality culture in the institution.
- ❖ Periodical conduct academic and administrative audit and its follow-up to prepare the Annual Quality Assurance Report (AQAR) as per guidelines and parameters for onward submission to NAAC.

## **DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

### **Vision**

We strive to nurture media professionals who contribute holistically and contribute to establish benchmarks for media education, research, extension and training, transforming knowledge driven information society.

### **Mission**

To evolve as a hub of excellence in quality teaching by creating a vibrant wisdom working environment which nurtures new ideas, creativity, using state-of-the-art technology for building leaders and innovators in the domain of media and mass communication and socially relevant research, contributing to human development, empowerment, anchored in pluralism, universal values and ethics as fourth pillar of democracy.

## **INTERNSHIP POLICY**

The rise in global competition has prompted organizations to devise strategies to have a talented and innovative workforce to gain a competitive edge. Developing an internship policy is an impactful strategy for creating a future talent pool for the industry. The Internship program not only helps fresh pass-outs in gaining professional know-how but also benefits, corporate on fresh perspectives on business issues and even discovering future business leaders.

Industry Internship is an integral part of the academic curriculum. Its satisfactory completion is a mandatory requirement for the BA(J&MC) UG degree to be awarded by the GGSIP University. Further, depending upon the curriculum structure of the programmes within the

Institute, internships are required in summers, and are assigned academic credits/grades within the curricula. The general structure of the internship(s) requires the students to undertake an immersive assignment within the assigned organizations for a limited period. The internship offers the students an opportunity to gain hands-on industrial or organizational exposure; to integrate the knowledge and skills acquired through the coursework; interact with professionals and other interns; and to improve their presentation, writing, and communication skills. Internship often acts as a gateway for final placement for many students.

The interaction of Institution with the industries has been restricted to the level of faculty communications and 2 to 4 hour industrial visits by the students generally. The institution is under a great stress to provide education, to be as close as possible to the industrial requirement and expectations. Competition in the job sector is rising exponentially and securing entry-level jobs is getting very difficult, as the students passing out from technical institutions lack the experience and skills required by industry. UGC has initiated activities for promoting industrial internship at the graduate level in technical institutes. The main aim of these initiatives is enhancement of the employability skills of the students passing out from Technical Institutions. UGC has prepared a model curriculum so that the country may produce competent employable graduates as per the needs of the industries. The model curriculum includes the internship for students of six months' duration at different stages of the programme.

Keeping this in view, UGC has developed this Model Internship Guidelines for organizing Internship at UG degree level. These guidelines comprise of Steps for Establishing, Maintaining & Fostering Internships. UGC's MoUs with various Ministries, Government Non-Government Private organizations to facilitate internship have also been included.

The internship experience will augment OUTCOME BASED LEARNING PROCESS and inculcate various attributes in a student in line with the graduate attributes defined by the NBA/NAAC.

## **OBJECTIVES**

Internships are educational and career development opportunities, providing practical experience in a field or discipline. They are structured, short-term, supervised placements often focused around particular tasks or projects with defined timescales. An internship may be compensated, non- compensated or some time may be paid. The internship has to be meaningful and mutually beneficial to the intern and the organization. It is important that the objectives and the activities of the internship program are clearly defined and understood. Following are the intended objectives of internship training:

- ☐ Expose Technical students to the industrial environment, which cannot be simulated in the classroom and hence creating competent professionals in the industry.
- ☐ Provide possible opportunities to learn, understand and sharpen the real time technical / managerial skills required at the job.
- ☐ Get exposed to the current technological developments relevant to the subject area of training.
- ☐ Use the experience gained from the 'Industrial Internship' in discussions held in the classrooms.
- ☐ Create conditions conducive to quest for knowledge and its applicability on the job. Learn to apply the Technical knowledge in real industrial situations.
- ☐ Gain experience in writing reports in Technical works/projects. Expose students to the engineer's responsibilities and ethics.
- ☐ Familiarize with various materials, processes, products and their applications along with relevant aspects of quality control.
- ☐ Promote academic, career and/or personal development. Expose the students to future

- employers.
- ☐ Make students available to industry for employment.
- ☐ Understand the psychology of the workers and their habits, attitudes and approach to problem solving.
- ☐ Understand the social, economic and administrative considerations that influence the working environment of industrial organizations

## **BENEFITS OF INTERNSHIP**

### **Benefits for Employer/Industry:**

- ☐ Availability of ready to contribute candidates for employment.
- ☐ Year round source of highly motivated pre-professionals.
- ☐ Students bring new perspectives to problem solving.
- ☐ Visibility of the organization is increased on campus.
- ☐ Quality candidate's availability for temporary or seasonal positions and projects.
- ☐ Freedom for industrial staff to pursue more creative projects.
- ☐ Flexible, cost-effective work force not requiring a long-term employer commitment.
- ☐ Proven, cost-effective way to recruit and evaluate potential employees.
- ☐ Enhancement of employer's image in the community by contributing to the educational enterprise

### **Benefits for Students:**

- ☐ An opportunity to get hired by the Industry/ organization.
- ☐ Practical experience in an organizational setting.
- ☐ Excellent opportunity to see how the theoretical aspects learned in classes are integrated into the practical world. On-floor experience provides much more professional experience which is often worth more than classroom teaching.
- ☐ Helps them decide if the industry and the profession is the best career option to pursue.
- ☐ Opportunity to learn new skills and supplement knowledge.
- ☐ Opportunity to practice communication and teamwork skills.
- ☐ Opportunity to learn strategies like time management, multi-tasking etc in an industrial setup.
- ☐ Opportunity to meet new people and practice their networking skills.
- ☐ Makes a valuable addition to their resume.
- ☐ Enhances their candidacy for higher education.
- ☐ Opens the door to a job offer or an employment recommendation.
- ☐ Creating network and social circle and developing relationships with industry people.
- ☐ Provides opportunity to evaluate the organization before committing to a full time position.

### **Benefits to the Institute:**

- ☐ Build industrial relations.
- ☐ Makes the placement process easier.
- ☐ Curriculum revision can be made based on feedback from employers.
- ☐ Helps in retention of the students.
- ☐ Improve institutional credibility & branding.
- ☐ Improvement in teaching learning process.
- ☐ Exposer of Staff to Industrial process.

## **GUIDELINES FOR ORGANIZING INTERNSHIP**

### **Training & Placement Cell & Its Role In Providing Internship:**

The institute has a dedicated Training and Placement Cell headed by Training and Placement Officer (TPO). TPO plays an important role in boosting the career of students. The Training and Placement Officer guides students to choose the right career and to plan for programs and activities to enhance knowledge, skill, attitude and the right kind of aptitude to meet the



manpower requirements of the Industry. The overall role of the Training & Placement cell is to be a facilitator and counselor for training and placement related activities.

The industry is always on the lookout for students who are vibrant, energetic individuals and ready to accept challenges, attentive, with a good academic background, fast learners, open to learning even at work and more importantly possessing good communication skills. TPO shall assist students to develop/clarify their academic and career interests, and their short and long-term goals through individual counseling and group sessions. The placement cell shall act as a contact place and facilitator to arrange internship of the students, campus visits and conduct of the recruitment process of the employers for the purposeful placement of students of the institution.

Further, to assist students for industrial training at the end of fourth semester, Training & Placement cell shall also design and implement internal curriculum, take classes, arrange experts, arrange agency for student's Personality Development, Improve Communication Skills, Vocabulary, prepare students for Resume Preparation & Email Writing, Group Discussion, Interview Skills, Aptitude Training & Practice Tests, Technical report writing, presentation skills, Foreign Languages proficiency etc.

The institute allocate budget to facilitate the functioning of Training and Placement Cell and meet the funding requirements for various activities.

The organizational structure of Training and placement cell is as follows:

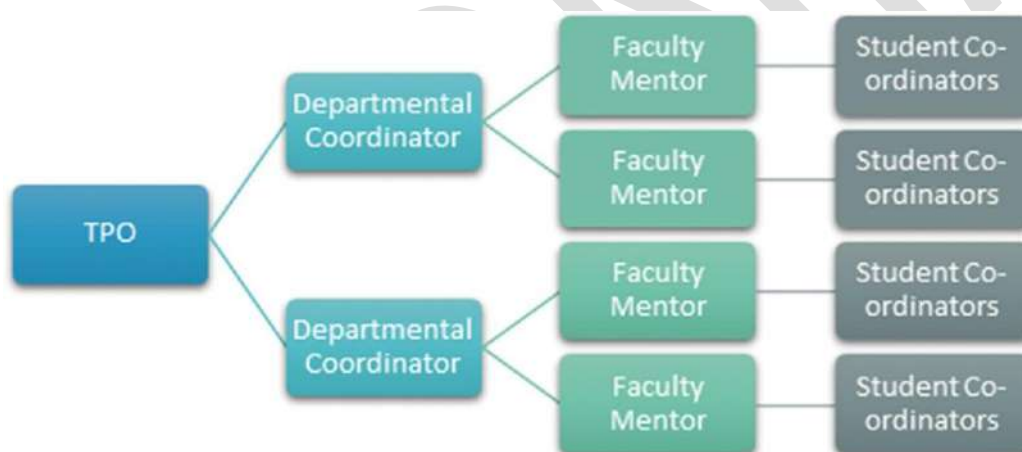


Fig.1. Organizational Structure of T&P Cell

Training and Placement Officer of the Institute will be supported by a Departmental coordinator for Training and Placement Activities and Faculty Supervisors/ Mentors designated by the Head of the Departments. The department will have a student's committee comprising of 1-3 students from each class for supporting Training and placement activities headed by Student Coordinator. Departmental coordinator and Faculty Supervisors/ Mentors will be nominated at the start of the Academic year for each batch. However, student coordinator being the representative of students will be selected by the students with the help of Training and Placement Officer.

Faculty Mentor/Supervisors play active roles during the internship and minimum 5 students are supervised by each faculty mentor or as per the departmental strength.

## INTERNSHIP GUIDELINES

The T&P cell will arrange internship for students in industries/organization after second, semester(s) or as per UGC/ affiliating GGSIP University guidelines. The Institute will arrange

and manage internships through online system.

The general procedure for arranging internship is given below:

- Step 1: Request Letter/ Email from the office of Training & Placement cell of the institute send to industry to allot various slots of 6-8 weeks during summer vacation as internship periods for the students. Students request letter/profile/ interest areas are submitted to industries for their willingness for providing the training. ( *in prescribed Format-2*)
- Step 2: Industry confirms the training slots and the number of seats allocated for internships via Confirmation Letter/ Email. In case the students arrange the training themselves the confirmation letter are to be submitted by the students in the office of Training & Placement through concerned department. Based on the number of slots agreed to by the Industry, TPO will allocate the students to the Industry. In addition, the internship slots may be conveyed through Telephonic or Written Communication (by Email, etc.) by the TPO or other members of the T&P Cell / Faculty members who are particularly looking after the Final/Summer Internship of the students.
- Step 3: Students on joining Training at the concerned Industry / Organization, submit the Joining Report/ Letters / Email.  

(*in prescribed Format-3*)
- Step 4: Students undergo industrial training at the concerned Industry / Organization. In-between Faculty Member(s) evaluate(s) the performance of students once/twice by visiting the Industry/Organization and Evaluation Report of the students is submitted in department office/TPO with the consent of Industry persons/ Trainers. ( *in prescribed Format-6*)
- Step 5: Students will submit training report after completion of internship.
- Step 6: Training Certificate to be obtained from industry.
- Step 7: List of students who have completed their internship successfully will be issued by Training and Placement Cell.

## **GUIDELINES FOR THE STUDENTS**

Internship/ Placement is a student centric activity. Therefore, the major role is to be played by the students. TPOs may also include involvement of the student in the following activities:

- Design and Printing of Placement Brochure – Soft copy as well as Hard copy.
- Preparing list of potential recruiters and past recruiters.
- Placement Presentation at various organizations, if required.
- Coordinating activities related to Placement including companies HR team visit to institute.

At the commencement of the session, the members of the student placement committee would be selected from the interested students, who submit applications to TPO to work on placement committee. Among the volunteers, one student would be nominated as “Student Coordinator” who would be assigned major responsibilities and would be accountable to TPO.

For allotment of internship slots all the students will be required to submit “Student Internship Programme Application” before the prescribed date

*(in prescribed Format-1).*

The offer given by the company is to be accepted irrespective of the Company / Job profile or job location or stipend offered.

A student who will voluntarily give in writing that He / She does not require placement assistance from the Institute would be exempted from participation in the Placement activities.

This could be because of various reasons such as – Joining family business, opting for higher education or competitive examination etc. Though organizations select individual students, but Recruitment is a team effort. Hence, all students while interacting with the recruitment teams should be careful and behave responsibly.

## **HEALTH, SAFETY AND WELFARE OF INTERNS**

As per UGC approval procedure, the TPO of the institute requires to ensure insurance of all the students and when any intern is undergoing training in a mine, the provisions of Chapter V of the Mines Act, 195, shall apply in relation to the health and safety of the trainees as if they were persons employed in the same.

## **GUIDELINES FOR INDUSTRY FOR PROVIDING INTERNSHIP**

The objectives of the T& P Cell is to successfully implement the Internship program designed keeping in view the company’s requirements and students profile. Design of internship programme can also be developed as per the requirement of Industry in collaboration with the institute.

It may be comprised of the following steps:-

### ☐ **Identify Targets/Goals**

A discussion with the organization/industry can create a consensus on internship program goals that can be understood by all involved i.e.

- ❖ What does the company hope to achieve from the interns?
- ❖ Is a small company searching for technical help?
- ❖ Is the company growing quickly and having difficulty in finding motivated new employees?
- ❖ Is it a non-profit organization that doesn’t have a lot of money to pay, but can provide an interesting and rewarding experience?
- ❖ Is the organization searching out new employees with management potential?

## □ Pre-Internship Planning

<b>Will you pay the intern?</b> <ul style="list-style-type: none"><li>•If so, how much?</li><li>•Wages vary widely from field to field and location to location, so be sure to offer competitive Incentives</li></ul>	<b>Where will you put the intern?</b> <ul style="list-style-type: none"><li>•Do you have adequate workspace for them?</li></ul>	<b>What sort of academic background and experience do you want in an intern?</b> <ul style="list-style-type: none"><li>•Intern's academic background must be relevant to the technology used by Industry</li></ul>	<b>Who will have the primary responsibility for the intern?</b> <ul style="list-style-type: none"><li>•In industry - Internship Supervisor</li><li>•From Institute - Faculty mentor</li></ul>	<b>What task an intern will be assigned and what is the desired outcome?</b> <ul style="list-style-type: none"><li>•If so, how much?</li><li>•Wages vary widely from field to field and location to location, so be sure to offer competitive incentives.</li></ul>
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### Internship Planning by Industry

#### Prepare A Written Plan

Plan to write the internship program – developed in consultation with the referred industry supervisor/mentor, interns and institute faculty. An internship plan incorporates the following:

- ❖ Job description/internship duties.
- ❖ Name of the project, if any.
- ❖ Internship Schedule and Expected learning outcomes.

Students can offer a fresh perspective to the business, strategies, and plans. To really reap these benefits, students may be included in brainstorming sessions and meetings etc. The intern may also be given opportunity to understand Project Management and finances. This will help him to apply these to one's own work, as a member and leader in a team. It's no secret that this generation is more tech-savvy than any other before. Companies may take the opportunity to use them to find out some digital solutions for various issues.

## □ Allocation of Students to Industry

After the allocation of internship slots by the industry to the institute, the students are allocated to the industry. In case the industry wants to select the students based on their requirements, the industry can conduct an interaction/ interview with the students and select the students as per their requirements. In case the industry leaves it to the Institute to select the students, TPO may evolve transparent criteria for allocation of students to the industry based on the requirements of industry and students' interest.

## □ Managing/ Facilitating the Intern(s)

Orientation of Interns in the new workplace, take in the form of a conventional orientation program or merely a walk around the office, depending on the size of the company. Giving interns an overview of the organization; some companies might give talks or hand out information about the company's history, vision and services and explains; who does what? What are the intern's duties? Introduce him or her to co-workers.

Resource requirement of Interns: working desk, basic office supply, and introduce to the technical support people.

Guidance/ Regular Feedback: It's important to give students lots of feedback. If interns had never done the kind of work before, they'll want to know more, their work will be measured up

to organizational expectations.

Monitor the intern's progress every day: Daily progress report of Intern is to be evaluated by industry supervisor. Maximum use of short term internship has to be ensured for the intern as well as industry.

Periodically, examine what the intern had produced and make suggestions. Weekly supervision meetings can help to monitor the intern's work.

### **INTERNSHIP REPORT: STUDENT'S DIARY/ DAILY LOG**

The main purpose of writing daily diary is to cultivate the habit of documenting and to encourage the students to search for details. It develops the students' thought process and reasoning abilities. The students records in the daily training diary the day to day account of the observations, impressions, information gathered and suggestions given, if any. It should contain the sketches & drawings related to the observations made by the students. The daily training diary should be signed after every day by the supervisor/ in charge of the section where the student has been working. The diary should also be shown to the Faculty Mentor visiting the industry from time to time and got ratified on the day of his visit.

Student's Diary and Internship Report be submitted by the students along with attendance record and an evaluation sheet duly signed and stamped by the industry to the Institute immediately after the completion of the training in the prescribed format. It will be evaluated on the basis of the following criteria:-

- ❖ Regularity in maintenance of the diary.
- ❖ Adequacy & quality of information recorded.
- ❖ Drawings, sketches and data recorded.
- ❖ Thought process and recording techniques used.
- ❖ Organization of the information.

### **INTERNSHIP REPORT**

After completion of Internship, the student should prepare a comprehensive report to indicate what he has observed and learnt during the training period. The student may contact Industrial Supervisor/ Faculty Mentor/ TPO for assigning special topics and problems and should prepare the final report on the assigned topics. Daily diary will also help to a great extent in writing the industrial report since much of the information has already been incorporated by the student into the daily diary. The training report should be signed with the certificate provided by the Internship Supervisor on the company letterhead to be presented to TPO and Faculty Mentor.

The Internship report will be evaluated on the basis of following criteria:-

- i) Originality.
- ii) Adequacy and purposeful write-up.
- iii) Organization, format, drawings, sketches, style, language etc.
- iv) Variety and relevance of learning experience.
- v) Practical applications, relationships with basic theory and concepts taught in the course.

### **GUIDELINES FOR SUMMER TRAINING REPORT\***

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**  
**BA(J&MC)**

Code No.	Paper	L	T/ P	Credits	Type of Course
BA	Summer Training Report	-	-	4	Ability Enhancement Course

(JMC) 255					
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## **Summer Training Report**

**Course Code: MS-201**

**L-0 Credits-4**

Soon after the End-Term Examination of the Second Semester, the student shall undergo training/internship in Print Media for a period of four weeks. She/he shall submit in duplicate hard copy and a soft copy of Summer Training Report (STR) along with the DVD of multi-media presentation incorporating the work done during the training/ internship, at least four weeks before the commencement of End Term Examination of the Third Semester. The Summer Training Report shall be supervised by the internal faculty appointed by the Director/ Principal of the institute/ college.

\*Scheme Of Examination & Syllabi Of Bachelor Of Journalism (Mass Communication) for First to Sixth Semester (w.e.f. Academic Session 2009-2010 onwards). Guru Gobind Singh Indraprastha University Kashmere Gate, Delhi-110403

- i. Approved in the BOS Meeting held on 27th June 2016 & AC Sub Committee Meeting held on 22nd July 2016.
- ii. To be effective from the Academic Session 2016-17 onwards.

## **2.0 GUIDELINES FOR SUMMER TRAINING REPORT**

### **2.1 OBJECTIVES**

Each student of BA(JMC) program is to engage himself/herself in Summer Training during the summer vacations at the end of second semester. It is an exercise in 'Organizational Interface' with reference to various aspects of chosen area of media tasks and functions.

The academic objectives of Summer Training are to

- a) Work & gain knowledge of real Media world.
- b) Explore the various functional areas and analyze how theoretical concepts taught are applied in real situations.
- c) Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and bring forward the deviations.
- d) Develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company where you are doing Summer Training in respect of print and electronic media. At the end of 'Summer Training' the students are to submit a written report in the standardized format and guidelines given to the students.

### **2.2 SCOPE OF THE PROJECT / SUMMER TRAINING**

The summer training assignments would be based on the print Industry, covering the various aspects, such as Reporting, Editing, Writing, Photo Journalism etc. It may be noted that the chosen work should fall under creating, editing and publishing content only.

Each student is required to carry out the work and submit the report individually.

### 2.3 GENERAL INSTRUCTIONS

- a) Immediately after the completion of the second semester, the students shall proceed for their Summer Training of 4 weeks duration in the Institute.
- b) The organization may assign a specific project to the candidate, which will be completed by him / her during this tenure. The work done by the candidate in the training on the project shall be submitted by the candidates in the manner as specified in the Ordinance.
- c) The Summer Training Report prepared after the completion of Training shall be assessed in the third Semester as a compulsory paper of 100 marks (Internal 50: External: 50).
- d) The Faculty guide has the liberty to visit the Organization where the student is undergoing training to assess and evaluate fruitfulness of the training.
- e) No two students should work on a Single Topic during their Summer Training. Even if the students are assigned the same project it is expected that they work on different aspects or demographic area of the project and present accordingly.
- f) All the students are required to give presentation to the Committee of experts which will be held as per Schedule notified.
- g) The students are required to meet their Faculty Guides on regular basis.  
It is obligatory for students to get their draft approved from concerned guide before giving final draft of the Summer Training Report for submission.
- h) The Guidelines for writing Summer Training Report is given in Section A.
- i) The format of the Report Writing is given in Section B
- j) Specifications for Body of the STR is given in Section C

### 2.4 ADVICE

It is advised that: You take the Summer Training very seriously & understand the Summer Training Report in its entirety – its objectives, methodology future scope & the time frame in which it has to be completed.

- a) Perform Good Quality Work which would help you
  - a) In developing an understanding of the functional area.
  - b) In applying theoretical concepts learnt in the classroom.
  - c) In evolving the new theories and concepts.
  - d) In gaining experiences of working in the real life situation.
  - e) Building a rapport with the Industry Guide.
  - f) Establishing a mutually beneficial relationship between you and yours respective organization.
- b) This is an opportunity for you & at the same time a very important responsibility to build a close relationship between your institute & various members of your Organization and all the other organization you come across during your Internship. The following would definitely help you to achieve the above:-
  - Be punctual in your office training.
  - Be sincere towards your Summer Training.
  - Meet deadlines & targets given.
  - Support your office Staff & your industry guide for work during your Summer Training.
  - Be ethical in your deals.
  - Build cordial relationship with all the industry Professional you come across during your Summer Training.



## Section-A

### 3.0 GUIDELINES FOR WRITING STR

The Guidelines for carrying out the STR is given in the following paragraphs. Each student is to compile his/her study in six chapters as detailed below:

#### 3.1 CHAPTER-I: INTRODUCTION

Following aspects need to be covered in the first chapter in order to know the company profile:

3.1.1 Industry profile : In which area you are working, a brief introduction

3.1.2 Company profile: Name of the firm/company, its complete address along with telephone numbers, email address, website name. Mention whether local, national or multinational. If national/multinational, give location & address of the registered office and geographical areas of operation of the company.

3.1.3 Explain the nature of the organization and its working Model (Target Audience / Prospective etc).

3.1.4 Company's vision & mission.

3.1.5 Reach / Frequency (in terms of Circulation & Readership) of organization.

3.1.6 Organizational structure in chart form

3.1.7 Audience share & position of the company in the industry.

3.1.8 Present leadership. Mention the people & their level with whom you have interacted during the Summer Training with their Email –ID & Mobile No.

3.1.9 Objectives of the Training.

#### 3.2 CHAPTER-2: JOB PROSPECTIVE & RELEVANCE OF TRAINING

In this chapter, students have to clarify different aspects of the working model / perspective of the organization and they have to establish a relationship of the same with the task assigned to them.

#### 3.3 CHAPTER-3: JOB SPECIFIC ANALYSIS

This chapter includes detailed analysis of the task that the students have carried out at the behest of the company week wise (1st to 4th week separately). Provide the full details of the project/work given by the company guide and its execution. Students are advised to put their submission / reports / write-ups along with final publication (if any)

#### 3.4 CHAPTER-4: LEARNING OUTCOME

In this chapter students are to mention learning value of the summer training covering at least following aspects

3.4.1 Comment on your experience about the working and environment existing in the organization.

3.4.2 Explain the practical knowledge you gained during your summer training in terms of systems, procedures and practices followed by the organization in different areas such as (Marketing, Reporting, Editing, page numbering etc.)

3.4.3 Best practices / USPs that the company follows in different areas.

3.4.4 Explain the variations/deviations in practices followed by the organization vis-à-vis the concepts taught to you in the classroom.

3.4.5 Constraints and limitations, if any, experienced in the company where you have undergone summer training.

3.4.6 In case you get the offer to join the same company, what changes you would like to carry out for the betterment of the same organization.

3.4.7 Advantages you gained during your Summer Training.

3.4.8 Disadvantages you faced during your Summer Training.

## Section-B

### 4.0 FORMATS FOR SUMMER TRAINING REPORT



The final report should be written in the following the format:

- Cover Page
- Certificate (s)
- Acknowledgement
- Executive Summary
- Contents
- Body of the Summer Training Report ( As per Section C)
- Summary and Conclusions
- References/ Bibliography
- Appendices
  - o List of Tables
  - o List of Figures

#### 4.1 COVER PAGE

The format of the Cover page is attached as TIAS/AC/2022-23/27 (G)

#### 4.2 CERTIFICATE

The format of the certificate (from Students & Faculty Guides) is attached as TIAS/AC/2022-23/27 (H)

The draft copy of the certificate (from Industry Guide) is attached as TIAS/AC/2021-21/27 (I)

#### 4.3 ACKNOWLEDGEMENTS

In the “Acknowledgements” page, the student recognizes his indebtedness for guidance and assistance to the adviser and other members of the faculty. Courtesy demands that he also recognizes specific contributions by other persons or institutions such as libraries and research foundations.

#### 4.4 EXECUTIVE SUMMARY

An Executive summary is a brief or condensed summary of the work assigned and performed for higher-level management positions. It should be about 3-4 pages in length. It should comprise problem definition, work assigned, methodology adopted for the performance of work assigned, findings, limitations, directions for future development, if any.

#### 4.5 CONTENTS & LIST OF TABLES/FIGURES/SYMBOLS

The format of Contents is as follows:

##### CONTENTS

S No

Topic

Page No

1

Certificates

-

2

Acknowledgement

-

3

Executive Summary

-

Chapter I: Introduction

-

Chapter II: Job Prospective & Relevance Of Training

-

## Chapter III: Job Specific Analysis

## Chapter IV: Learning Summary & Conclusion

### References/ Bibliography

### Appendices

- List of Tables

- List of Figures

### 4.6 REFERENCES/BIBLIOGRAPHY

Examples are given below:

1. "Mass Communication Theory: Foundations, Ferment, and Future" by Stanley J. Baran and Dennis K. Davis.
2. "Understanding Media: The Extensions of Man" by Marshall McLuhan.
3. "Media and Culture: An Introduction to Mass Communication" by Richard Campbell, Christopher R. Martin, and Bettina Fabos.
4. "Communication and Mass Media: A Critical Approach" by Arthur A. Raney and Jennings Bryant.
5. "The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying" by Helen Katz.
6. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel.
7. "Media Ethics: Cases and Moral Reasoning" by Clifford G. Christians, Mark Fackler, Kathy Brittain Richardson, and Peggy Kreshel.
8. "Mass Media and American Politics" by Doris A. Graber.
9. "Global Communication: Theories, Stakeholders, and Trends" by Thomas L. McPhail.
10. "The Social Media Reader" edited by Michael Mandiberg.

### 4.7 APPENDICES

The appendices are to be attached at the end of the report and to be numbered as Appendix-A, Appendix-B etc. right justified at the top of the page. Below the word Appendix write in parenthesis "Refer Para No\_\_". The para number is to be the number in the body of text where the reference of appendix is given. An appendix may have annexure (s). If there are annexure, they are to be attached immediately after the said appendix. The annexure are to be numbered as Annexure-I, Annexure-II etc.

### 4.8 LIST OF TABLES/FIGURES/SYMBOLS

The format of Contents and list of Tables/Figures/Symbols is as follows:

#### LIST OF TABLES

Table No

Title

Page No

1  
Number of Employees in Organization ABC

2

#### LIST OF FIGURES

Figure No

Title

Page No

1

Sales Figures of ABC Company for 2011 – 12

2

#### LIST OF SYMBOLS

S No

Symbol

Nomenclature & Meaning

1

@

At the rate

2

#### LIST OF ABBREVIATIONS

S No

Abbreviated Name

Full name

1

CRM

Customer Relationship Management

2

EPS

Earning Per Share.

#### Section-C

#### 5.0 SPECIFICATIONS FOR BODY OF THE STR

While compiling the body of report as in Section C following aspects must be adhered to as given in. Aspects are:

##### 5.1 PAGE SIZE:

Good quality white A4 size executive bond paper should be used for typing and duplication.

##### 5.2 CHAPTER/PARA NUMBERING:

The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are to be numbered as 1, 2, 3 etc in every chapter separately. Sub-paras are to be numbered as 1.1, 1.2, 1.3----, 2.1, 2.2, and 2.3-- ---etc. Sub-sub paras are to be numbered as 1.11, 1.12, 1.13, 2.11, 2.12, 2.13 etc.

##### 5.3 PAGE SPECIFICATIONS:

a) Left Margin : 1.25 inch

b) Right Margin: 1.25 inch

c) Top Margin : 1 inch

d) Bottom Margin : 1 inch

#### 5.4 PAGE NUMBERS:

All text pages starting from Body of the Project Report as well as program source code listings should be numbered at the bottom center of the pages.

No. of Pages: Minimum 60-70.

#### 5.5 NORMAL BODY TEXT:

- a) Font Size: 12, Times New Roman, Double Spacing, Single Side Writing.
- b) Paragraphs Heading Font Size: 12, Times New Roman, Bold & underlined
- c) Page/Title Font Size: 14 Bold

#### 5.6 TABLE AND FIGURE NUMBER:

Table and figure numbers are to be written at the bottom of the table/ figure as given below:

- a) Table No-1: Number of Employees in Organization ABC
- b) Figure No-1: Data Flow Diagram

#### 5.7 BINDING & COLOR CODE OF THE REPORT:

- a) Hard Bound Report
- b) Background of the cover page – Black
- c) Colour of Letters: Golden

### **MONITORING & EVALUATION OF INTERNSHIP**

The industrial training of the students will be evaluated in three stages:

- ❖ Evaluation by Industry.
- ❖ Evaluation by faculty supervisor on the basis of site visit(s).
- ❖ Evaluation through seminar presentation/viva-voce at the Institute.

### **EVALUATION BY INDUSTRY**

The industry will evaluate the students based on the Punctuality, eagerness to learn, Maintenance of Daily Diary and skill test in addition to any remarks.

## **GUIDELINES FOR FUNCTIONAL EXPOSURE REPORT -5<sup>TH</sup> SEM**

### **1.0 GGSIPU- ORDINANCE**

Soon after the End Term Examination of the Fourth Semester, each student shall undergo a Functional Exposure Training/ Internship for four weeks in Radio/TV/Advertising /Public Relations/NGO. She/ he shall submit in duplicate hard copy and a soft copy of Functional Exposure Report [FER] along with the DVD of multi-media presentation containing the actual experiential learning, at least 4 weeks before the commencement of End Term Examination of the Fifth Semester. The Functional Exposure Report shall be supervised by the internal faculty appointed by the Director/ Principal of the Institute/ College.

**\*Scheme of Examination & Syllabi Of BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION) For Academic Session 2016-2017 Onwards- GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, Dwarka, New Delhi - 110 078(INDIA). [www.ipu.ac.in](http://www.ipu.ac.in)**

- i. Approved in the BOS Meeting held on 27th June 2016 & AC Sub Committee Meeting held on 22nd July 2016.
- ii. To be effective from the Academic Session 2016-17 onwards.

## **2.0 GUIDELINES FOR FUNCTIONAL EXPOSURE REPORT**

### **2.1 OBJECTIVES**

Each student of BA (JMC) program is to engage himself/herself in functional exposure training during the summer vacations at the end of fourth semester. It is an exercise in 'Organizational Interface' with reference to various aspects of chosen area of media tasks and functions.

The academic objectives of functional exposure training are to

- 2.1.1 Work & gain knowledge of real Media world.
- 2.1.2 Explore the various functional areas and analyze how theoretical concepts taught are applied in real situations.

- 2.1.3 Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and bring forward the deviations.
- 2.1.4 Develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company where you are doing functional exposure training in respect of print and electronic media. At the end of 'Functional Exposure Training' the students are to submit a written report in the standardized format and guidelines given to the students.

## **2.2 SCOPE OF THE PROJECT / FUNCTIONAL EXPOSURE TRAINING**

The functional exposure training assignments would be based on the functional area (such as Electronic Media, Advertising, Public Relations etc. as mentioned above).

**Each student is required to carry out the work and submit the report individually.**

## **2.3 GENERAL INSTRUCTIONS**

- 2.3.3 Immediately after the completion of the fourth Semester, the students shall proceed for their Functional Exposure Training of four weeks duration in the Institute. The candidates shall be required to undergo training in the functional area (such as Electronic media, advertising, public relations etc. as mentioned above).
- 2.3.4 The organization may assign a specific project to the candidate, which will be completed by him / her during this tenure. The work done by the candidate in the training on the project shall be submitted by the candidates in the manner as specified in the Ordinance.
- 2.3.5 The Functional Exposure Report prepared after the completion of Training shall be assessed in the fifth Semester as a compulsory paper of 100 marks (Internal 50: External: 50).
- 2.3.6 The Faculty guide has the liberty to visit the Organization where the student is undergoing training to assess and evaluate fruitfulness of the training.
- 2.3.7 No two students should work on a Single Topic during their Functional Exposure Report. Even if the students are assigned the same project it is expected that they work on different aspects or demographic area of the project and present accordingly.
- 2.3.8 All the students are required to give presentation to the Committee of experts which will be held as per Schedule notified.
- 2.3.9 The students are required to meet their Faculty Guides on regular basis.
- 2.3.10 It is obligatory for students to get their draft approved from concerned guide before giving final draft of the Functional Exposure Report for submission.
- 2.3.11 The Guidelines for writing Functional Exposure Report is given in **Section A**.
- 2.3.12 The format of the Report Writing is given in **Section B**
- 2.3.13 Specifications for Body of the FER is given in **Section C**

## **2.4 ADVICE**

It is advised that: You take the Functional Exposure very seriously & understand the Functional Exposure Report in its entirety – its objectives, methodology future scope & the time frame in which it has to be completed.

- 2.4.1 Perform Good Quality Work which would help you

- a. In developing an understanding of the functional area.
- b. In applying theoretical concepts learnt in the classroom.
- c. In evolving the new theories and concepts.
- d. In gaining experiences of working in the real life situation.
- e. Building a rapport with the Industry Guide.
- f. Establishing a mutually beneficial relationship between you and your respective organization.

2.4.2 This is an opportunity for you & at the same time a very important responsibility to build a close relationship between your institute & various members of your Organization and all the other organization you come across during your Internship. The following would definitely help you to achieve the above:-

- § Be punctual in your office training.
- § Be sincere towards your Functional Exposure Training.
- § Meet deadlines & targets given.
- § Support your office Staff & your industry guide for work during your Functional Exposure Training.
- § Be ethical in your deals.
- § Build cordial relationship with all the industry Professional you come across during your Functional Exposure Training.

## Section-A

### 3.0 GUIDELINES FOR WRITING FER

The Guidelines for carrying out the FER is given in the following paragraphs. Each student is to compile his/her study in six chapters as detailed below:

#### 3.1 CHAPTER-I: INTRODUCTION

Following aspects need to be covered in the first chapter in order to know the company profile:

- 3.1.1 **Industry profile** : In which area you are working, a brief introduction
- 3.1.2 **Company profile**: Name of the firm/company, its complete address along with telephone numbers, email address, website name. Mention whether local, national or multinational. If national/multinational, give location & address of the registered office and geographical areas of operation of the company.
- 3.1.3 Explain the nature of the organization and its working Model (Target Audience / Prospective etc).
- 3.1.4 Company's vision & mission.
- 3.1.5 Reach / Frequency (in terms of Circulation & Readership) of organization.
- 3.1.6 Organizational structure in chart form
- 3.1.7 Audience share & position of the company in the industry.
- 3.1.8 Present leadership. Mention the people & their level with whom you have interacted during the Functional Exposure Training with their Email –id & Mobile No.
- 3.1.9 Objectives of the Training.

#### 3.2 CHAPTER-2: JOB PROSPECTIVE & RELEVANCE OF TRAINING

In this chapter, students have to clarify different aspects of working model / prospective of the organization and they have to establish relationship of the same with the task assigned to them.

#### 3.3 CHAPTER-3: JOB SPECIFIC ANALYSIS

In this chapter include detailed analysis of the task that the students have carried out at the behest of the company week wise separately. Provide the full details of the project/work given

by the company guide and its execution. Students are advised to put their submission / reports / write-ups along with final publication (if any)

### **3.4 CHAPTER-4: LEARNING SUMMARY & CONCLUSION**

In this chapter students are required to mention learning value of the summer training covering at least following aspects:

- 3.4.1 Comment on your experience about the working and environment existing in the organization.
- 3.4.2 Explain the practical knowledge you gained during your summer training in terms of systems, procedures and practices followed by the organization in different areas such as (Marketing, Reporting, Editing, page numbering etc.)
- 3.4.3 Best practices / USPs that the company follows in different areas.
- 3.4.4 Explain the variations/deviations in practices followed by the organization vis-à-vis the concepts taught to you in the classroom.
- 3.4.5 Constraints and limitations, if any, experienced in the company where you have undergone summer training.
- 3.4.6 In case you get the offer to join the same company, what changes you would like to carry out for the betterment of the same organization.
- 3.4.7 Advantages you gained during your Functional Exposure Training.
- 3.4.8 Limitations you faced during your Functional Exposure Training.

## **Section-B**

### **4.0 FORMATS FOR FUNCTIONAL EXPOSURE REPORT**

The final report should be written in the following the format:

- Cover Page
- Certificate (s)
- Acknowledgement
- Executive Summary
- Contents
- Body of the Functional Exposure Report ( As per Section C)
- Summary and Conclusions
- References/ Bibliography
- Appendices
  - List of Tables
  - List of Figures

#### **4.1 COVER PAGE**

The format of the Cover page is attached as **TIAS/AC/2022-23/28 (G)**

#### **4.2 CERTIFICATE**

The format of the certificate (from Students & Faculty Guides) is attached as **TIAS/AC/2022-23/28(H)**

The draft copy of the certificate (from Industry Guide) is attached as **TIAS/AC/2022-23/28(I)**



### 4.3 ACKNOWLEDGEMENTS

In the “Acknowledgements” page, the student recognizes his indebtedness for guidance and assistance to the adviser and other members of the faculty. Courtesy demands that he also recognizes specific contributions by other persons or institutions such as libraries and research foundations.

### 4.4 EXECUTIVE SUMMARY

An Executive summary is a brief or condensed summary of the work assigned and performed for higher-level management positions. It should be about 3-4 pages in length. It should comprise problem definition, work assigned, methodology adopted for the performance of work assigned, findings, limitations, directions for future development, if any.

### 4.5 CONTENTS & LIST OF TABLES/FIGURES/SYMBOLS

The format of Contents is as follows:

CONTENTS		
S No	Topic	Page No
1	Certificates	-
2	Acknowledgement	-
3	Executive Summary	-
	Chapter I: Introduction	-
	Chapter II: Job Prospective & Relevance Of Training	-
	Chapter III: Job Specific Analysis	
	Chapter IV: Learning Summary & Conclusion	
	References/ Bibliography	
	Appendices	
	- List of Tables	
	- List of Figures	

### 4.6 REFERENCES/BIBLIOGRAPHY

Examples are given below:

- 4.6.1 India today, "The Melt down: End of good times", Oct 27, 2008.
- 4.6.2 James M, Kaplan; and et.al., "Managing it in a Down Turn: Beyond Cost Cutting", Indian Management, vol.47 issue 11, Nov 08.
- 4.6.3 "How to Save Your Job in Recession", Harvard Business Review, September 08.
- 4.6.4 <http://www.ibm.com/in> (Date of visit with complete address)
- 4.6.5 <http://www.intel.com/india> (Date of visit with complete address)

#### 4.7 APPENDICES

The appendices are to be attached at the end of the report and to be numbered as Appendix-A, Appendix-B etc right justified at the top of the page. Below the word Appendix write in parenthesis "Refer Para No\_\_". The para number is to be the number in the body of text where the reference of appendix is given. An appendix may have annexure (s). If there are annexure, there are to be attached immediately after the said appendix. The annexure are to be numbered as Annexure-I, Annexure-II etc.

#### 4.8 LIST OF TABLES/FIGURES/SYMBOLS

The format of list of Tables/Figures/Symbols is as follows:

##### LIST OF TABLES

Table No	Title	Page No
1	Number of Employees in Organization ABC	
2		

##### LIST OF FIGURES

Figure No	Title	Page No
1	Sales Figures of ABC Company for 2011-12	
2		

##### LIST OF SYMBOLS

S No	Symbol	Nomenclature & Meaning
1	@	At the rate
2		

##### LIST OF ABBREVIATIONS

S No	Abbreviated Name	Full name
1	CRM	Customer Relationship Management
2	EPS	Earning Per Share.

## Section-C

### 5.0 SPECIFICATIONS FOR BODY OF THE FER

While compiling the body of report as in **Section C** following aspects must be adhered to as given in. Aspects are:

#### 5.1 PAGE SIZE:

Good quality white A4 size executive bond paper should be used for typing and duplication.

#### 5.2 CHAPTER/PARA NUMBERING:

The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are to be numbered as 1, 2, 3 etc in every chapter separately. Sub-paras are to be numbered as 1.1, 1.2, 1.3---, 2.1, 2.2, and 2.3----etc. Sub-sub paras are to be numbered as 1.11, 1.12, 1.13, 2.11, 2.12, 2.13 etc.

#### 5.3 PAGE SPECIFICATIONS:

- a) Left Margin : 1.25 inch
- b) Right Margin : 1.25 inch
- c) Top Margin : 1 inch
- d) Bottom Margin : 1 inch

#### 5.4 PAGE NUMBERS:

All text pages starting from Body of the Project Report as well as program source code listings should be numbered at the **bottom center** of the pages.

**No. of Pages: Minimum 50.**

#### 5.5 NORMAL BODY TEXT:

- a) **Font Size:** 12, Times New Roman, Double Spacing, Single Side Writing.
- b) **Paragraphs Heading Font Size:** 12, Times New Roman, Bold & underlined
- c) **Page/Title Font Size:** 14 Bold

#### 5.6 TABLE AND FIGURE NUMBER:

Table and figure numbers are to be written at the bottom of the table/ figure as given below:

- a) **Table No-1:** Number of Employees in Organization ABC
- b) **Figure No-1:** Data Flow Diagram

#### 5.7 BINDING & COLOR CODE OF THE REPORT:

- a) Hard Bound Report
- b) Background of the cover page – Maroon
- c) Color of Letters: Golden

## Scheme of Evaluation

S.NO.	DETAILS	MARKS	External
1	External Examination- Evaluation-Viva- Voce; Project Report	50	As per Univ. Notifications
2	Internal Examination- Evaluation	50	As per Schedule given below

SCHEDULE (Proposed)	PARTICULARS
14/06/2022	Briefing Session , Allocation of guides
14/06/2022	Commencement Of Functional Exposure Report work
31/08//2022	First Progress Report to the respective guides (Chapter I: Introduction, Chapter II: Job Prospective & Relevance Of Training)
15/09/2022	Second Progress Report to the respective guides (Chapter III: Job Specific Analysis, Chapter IV: Learning Summary & Conclusion )
15/10/2022	Pre-Power Point based Presentation on Chapter I, Chapter II, Chapter III, Chapter IV (Four weeks of work with actual experiential learning)
To be notified separately	Final- Power Point based Presentation & Defending of Work (10 min each student)
To be notified separately	Final Submission of one hard bound, one spiral bound & 1CD duly completed in all respect

Prepared By

Checked By

Verified By

Form No. TIAS/AC/2022-23/28 (B)

### FACULTY GUIDE

Session:

Programme:

Semester:

Div:

Shift:

Paper

Code: Paper:

**Subject: Reference to Scheme of Examination & Syllabus of BA(JMC) for Academic Session 2017-2018 onwards, GGSIPU, New Delhi for BAJMC semester-IV, Code: BA(JMC)357: Sub: Summer Training Report**

Following students are immediately required to meet the Mentor/Faculty Guide Summer Internship proposed to start wef immediately after the completion of end term examinations of IV Sem. with reference to Corporate, topic, Specialization, Subject Electives and Guideline/Formats/Reporting Schedule. Also refer AICTE Internship Policy (Attached PDF)

**Note: Record be made in individual Faculty Mentor register**

Mentors/ Faculty Guide: Name-----Design. -----, e mail id-----, Mobile-----						
S.N o	Enroll No	Name	Student's e- mail	Student's Mob. No.	Schedule Received	Sign

**Prepared By**

**Checked By**

**Verified By**

## OBJECTIVES/ GUIDELINES/ AGREEMENT: INTERNSHIP SYNOPSIS (THIS WILL BE PREPARED IN CONSULTATION WITH FACULTY GUIDE)

An internship is a unique learning experience that integrates studies with practical work. This agreement is written by the student in consultation with the Faculty Guide and Industry Guide. It shall serve to clarify the educational purpose of the internship and to ensure an understanding of the total learning experience among the principal parties involved.

### Part I: Contact Information

#### Student

Name: \_\_\_\_\_ Student ID# \_\_\_\_\_ Class Year: \_\_\_\_\_

Campus \_\_\_\_\_ Address: \_\_\_\_\_

City, \_\_\_\_\_ State: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

#### Industry Guide

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Internship \_\_\_\_\_ Address: \_\_\_\_\_

City, \_\_\_\_\_ State, \_\_\_\_\_ Pin: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

#### Faculty Guide

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Campus \_\_\_\_\_ Address: \_\_\_\_\_

### Academic Credit Information

Internship \_\_\_\_\_ Title: \_\_\_\_\_ Department: \_\_\_\_\_

Course \_\_\_\_\_ #: \_\_\_\_\_ Credits: \_\_\_\_\_

Grading Option: \_\_\_\_\_ Credit/Non-credit \_\_\_\_\_

Beginning Date: \_\_\_\_\_ Ending Date: \_\_\_\_\_

Hours per Week: \_\_\_\_\_ Internship is: \_\_\_\_\_ Paid \_\_\_\_\_ Unpaid \_\_\_\_\_

---

## Part II: Internship Objectives/Learning Activities

Internship Objectives: What do you intend to learn, acquire and clarify through this internship? Try to use concrete, measurable terms in listing your learning objectives under each of the following categories:

- Knowledge and Understanding

- Skills

**Learning Activities:** How will your internship activities enable you to acquire the knowledge/understanding, and skills you listed above?

**On the job:** Describe how your internship activities will enable you to meet your learning objectives. Include projects, research, report writing, conversations, etc., which you will do while working, relating them to what you intend to learn.

**Teaching/Mentoring Activities:** How your technical knowledge can be applied at the site of the internship. How you can create value through mentoring/help people learn new things.

**Off the job:** List reading, writing, contact with faculty supervisor, peer group discussion, field trips, observations, etc., you will make and carry out which will help you meet your learning objectives.

**Evaluation:** Your Internship supervisor will provide a written evaluation of your internship. Describe in detail what other evidence you will provide to your faculty Mentor to document what you have learned (e.g. journal, analytic paper, project, descriptive paper, oral presentation, etc.) Include deadline dates.

### Part III: The Internship

**Job Description:** Describe in as much detail as possible your role and responsibilities while on your internship. List duties, project to be completed, deadlines, etc. How can you contribute to the organization/site of internship.

**Supervision:** Describe in as much detail as possible the supervision to be provided/needed at the work site. List what kind of instruction, assistance, consultation you will receive from whom, etc.

**Evaluation:** How will your work performance be evaluated? By whom? When?

### Part IV: Agreement

This contract may be terminated or amended by student, faculty coordinator or work supervisor at any time upon written notice, which is received and agreed to by the other two parties.

Student \_\_\_\_\_  
\_\_\_\_\_

Date

Faculty Guide \_\_\_\_\_  
\_\_\_\_\_

Date

Industry Guide \_\_\_\_\_  
\_\_\_\_\_

Date

TIAS/AC/2022-23/28(D)

### STUDENT'S DAILY DIARY/ DAILY LOG

Deptt./Division:	
Name of Industry Guide with e-mail id	
Day & Date	Main points of the day



MON DATE:	
TUES DATE:	
WED DATE:	
THURS DATE:	
FRI DATE:	
SAT DATE:	

Name of Student:

Enroll. No.:

Semester:

Shift:

Mob:

E mail id:

Signature of Industry Guide  
TIAS/AC/2022-23/28(E)

**Functional Exposure Appraisal Form (FEA)**

Summer Training Appraisal form to be filled by the respective **Industry Guide** on the format prescribed by the GGSIP University which is as follows:

**Functional Exposure Appraisal**

**Student's Name:**

**Programme:**

**Enroll. No.:**

**Sem:**

**Shift:**

You are requested to provide your evaluation of the students' performance on the following parameters as per the rating given below

**Outstanding**

**Good**

**Satisfactory**

**Unsatisfactory**

**A**

**B**

**C**

**D**

1. Technical knowledge gathered about the industry and the job he/she was involved.

2. Communication Skills: Oral / Written

3. Ability to work in a team  
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14. Punctuality

15. In what ways do you consider the student to be valuable to the organization?

Any other comments\_\_\_\_\_.

**Assessor's Overall rating**

Assessor's Name:

Email id:

**Contact No:**

Designation:

Organization name:

Address:

TIAS/AC/2022-23/28(F)

**STUDENT FEEDBACK OF INTERNSHIP (TO BE FILLED BY STUDENTS AFTER INTERNSHIP COMPLETION)**

Student Name: \_\_\_\_\_

Date: \_\_\_\_\_

Industry Guide: \_\_\_\_\_

Title: \_\_\_\_\_

Industry Guide Email: \_\_\_\_\_ Internship is:

\_\_\_\_\_ Paid \_\_\_\_\_ Unpaid \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Internship

Address: \_\_\_\_\_

Faculty Guide: \_\_\_\_\_ Department: \_\_\_\_\_

Dates of Internship: From \_\_\_\_\_

To \_\_\_\_\_

\*\*\*Please fill out the above in full detail\*\*\*

Give a brief description of your internship work (title and tasks for which you were responsible):

Was your internship experience related to your major area of study?

\_\_\_\_\_ Yes, to a large degree \_\_\_\_\_ Yes, to a slight degree \_\_\_\_\_ No, not related at all

Indicate the degree to which you agree or disagree with the following statements.

This experience has:	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Given me the opportunity to explore a career field					
Allowed me to apply classroom theory to practice					
Helped me develop my decision-making and problem-solving skills					



Expanded my knowledge about the work world prior to permanent employment					
Helped me develop my written and oral communication skills					
Provided a chance to use leadership skills (influence others, develop ideas with others, stimulate decision-making and action)					
<b>This experience has:</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>No Opinion</b>	<b>Disagree Strongly</b>	<b>Disagree</b>
Expanded my sensitivity to the ethical implications of the work involved					
Made it possible for me to be more confident in new situations					
Given me a chance to improve my interpersonal skills					
Helped me learn to handle responsibility and use my time wisely					
Helped me discover new aspects of myself that I didn't know existed before					
Helped me develop new interests and abilities					
Helped me clarify my career goals					
Provided me with contacts which may lead to future employment					
Allowed me to acquire information and/ or use equipment not available at my Institute					

In the Institute internship program, faculty members are expected to be mentors for students. Do you feel that your faculty coordinator served such a function? Why or why not?

How well were you able to accomplish the initial goals, tasks and new skills that were set down in your learning contract? In what ways were you able to take a new direction or expand beyond your contract? Why were some goals not accomplished adequately?

In what areas did you most develop and improve?

What has been the most significant accomplishment or satisfying moment of your internship?

What did you dislike about the internship?

Considering your overall experience, how would you rate this internship? (Circle one).

(Satisfactory/ Good/ Excellent)

Give suggestions as to how your internship experience could have been improved. (Could you have handled added responsibility? Would you have liked more discussions with your professor concerning your internship? Was closer supervision needed? Was more of an orientation required?)

FUNCTIONAL EXPOSURE REPORT ON

**TITLE OF PROJECT REPORT**

Undertaken at

**"NAME OF THE ORGANIZATION"**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

*to*

**Guru Gobind Singh Indraprastha University, Delhi**

*Under the Guidance of*  
**Dr.**  
**Faculty Guide**

*Submitted by*  
**Name of Student**  
**BA(J&MC) -V Sem, Shift**  
**Enrollment No.:**

**SESSION 2022-23**

**To Whom It May Concern**

I \_\_\_\_\_, Enrolment No. \_\_\_\_\_ from BA(JMC)-V Sem,  
Shift \_\_\_\_\_ of the Tecnia Institute of Advanced Studies, Delhi hereby declare that the  
Functional Exposure Report (BA(JMC-357)  
entitled \_\_\_\_\_

\_\_\_\_\_ at \_\_\_\_\_ is an original work and the same has not  
been submitted to any other Institute for the award of any other degree. A presentation of the  
Functional Exposure Report was made on \_\_\_\_\_ and the suggestions as  
approved by the faculty were duly incorporated.

Date:

Signature of the Student

Certified that the Functional Exposure Report submitted in partial fulfillment of BA(J&MC) to be  
awarded by G.G.S.I.P. University, Delhi by \_\_\_\_\_, Enrolment No.  
\_\_\_\_\_ has been completed under my guidance and is satisfactory.

Date:

Signature of the Guide

Name of the Guide:

Designation:

ON COMPANY'S LETTER HEAD

**CERTIFICATE**

This is to certify that.....(Full Name of the Student), a student of Bachelor of journalism and Mass Communication (BA(JMC)), a class of 2020, Tecnia Institute of Advanced Studies, Affiliated to GGS.IP. University bearing Enrolment No....., has undertaken the Functional Exposure Training at ..... (Name of the Company) during.....to ..... under my supervision & guidance.

He / She has conducted a study & completed the FER Titled

.....

.....

.....

Signature of the Guide

Name of the Guide:

Designation:

Address:

Seal of Organization

Date:

TIAS/AC/2022-23/28 (J)

**NOTICE (Briefing Session)**

Date:

**10/06/2022**

All the students of BA (JMC)-V Sem. Shift- I/II are required to attend the briefing session on Functional Exposure Report (FER) BA (JMC) 357 and collect the guidelines for FER on 14/06/2022 at 12:00 PM in MPH

The session resource persons will be Dr. M.N JHA and Dr. Nivedita .All the faculty members of the department are required to be present during the session.

Prepared By

Checked By

Verified By

Cc: Notice Board

TIAS/AC/2022-23/28 (K)

**Attendance Sheet (Briefing Session)**

Session:                      Programme:                      Semester:                      Div:      Shift:                      Paper  
Code:      Paper:

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S.No.	Enrolment No.	Name	Attendance
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**Prepared By**

**Checked By**

**Verified By**

TIAS/AC/2022-23/28 (L)

### CONTINUOUS EVALUATION SHEET

Session:

Programme:

Semester:

Div:

Shift:

Paper

Code:

Paper:

Faculty Guide:

S.No.	Enrolment No.	Name	First Progress Report to the respective guides.( Chapter I: Introduction, Chapter II: Job Prospective & Relevance Of Training)	Second Progress Report to the respective guides.( Chapter III: Job Specific Analysis, Chapter IV: Learning Summary & Conclusion)	Draft Copy	Sign
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**Prepared By**

**Checked By**

**Verified By**

**TIAS/AC/2022-23/28 (M)**

**Attendance Sheet (Internal Evaluation)**

Session:

Programme:

Semester:

Div:

Shift:

Paper



Date:

S.No.	Enrolment No.	Name	Sign.
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Faculty Expert Name & Sign  
Sign

Faculty Expert Name & Sign

Faculty Expert Name &

Date:

**Prepared By**

**Checked By**

**Verified By**

TIAS/AC/2022-23/28(N)

### PROFORMA FOR EVALUATION OF INTERNSHIP BY INSTITUTE

#### DEPARTMENT OF TRAINING AND PLACEMENT

Ph. \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
\_\_\_\_\_

#### Evaluation

(I) \_\_\_\_\_

1. Name of Student \_\_\_\_\_ Mob. No. \_\_\_\_\_

2. College Roll No. \_\_\_\_\_ University Roll No. \_\_\_\_\_

3. Branch/Semester \_\_\_\_\_ Period of Training \_\_\_\_\_

4. Home Address with contact No. \_\_\_\_\_

5. Address of Training Site: \_\_\_\_\_

6. Address of Training Providing Agency: \_\_\_\_\_

7. Name/Designation of Training In-charge \_\_\_\_\_

8. Type of Work \_\_\_\_\_

9. Date of Evaluation \_\_\_\_\_

- a) Attendance: \_ (Satisfactory/ Good/ Excellent)
- b) Practical Work: \_\_ (Satisfactory/ Good/ Excellent)
- c) Faculty's Evaluation: \_ (Satisfactory/ Good/ Excellent)
- d) Evaluation of Industry: \_\_\_\_ (Satisfactory/ Good/ Excellent)
- Overall grade:** (Satisfactory/ Good/ Excellent)

Signature of Faculty Guide  
Placement Cell

Signature of FPC

Signature of Chair-

TIAS/AC/2022-23/28 (O)

#### STUDENTWISE PROJECT DETAILS

Program: -.....Semester.....(....S)

Paper Code: .....

Paper: .....

S.No.	Enroll No.	Name of Student	Area	Project Title	Company Details

[illegible]

**Prepared By**

**Checked By**

**Verified By**

TIAS/AC/2022-23/28(P)

## INTERNSHIP EVALUATION REPORT:

Session:

Programme:

Semester:

Shift:

Paper Code:

Paper:

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## **MONITORING/ SURPRISE VISIT BY TPO/ STAFF/ FACULTY MENTOR**

TPO/ Staff/ Faculty Mentor of the institutes will make a surprise visit to the internship site, to check the student's presence physically, if the student is found absent without prior intimation to the T&P Cell, entire training will be cancelled. Students should inform the TPO, faculty mentor as well as the industry supervisor at least one day prior to availing leave by email. Students are eligible to avail 1-day leave in 4 weeks and 2 days leave in 6 weeks of the internship period apart from holidays and weekly offs.

## **EVALUATION THROUGH SEMINAR PRESENTATION/VIVA-VOCE AT THE INSTITUTE**

The student will give a seminar based on his training report, before an expert committee constituted by the concerned department as per norms of the institute.

The evaluation will be based on the following criteria:-

- ❖ Quality of content presented.
- ❖ Proper planning for presentation.
- ❖ Effectiveness of presentation.
- ❖ Depth of knowledge and skills.
- ❖ Attendance record, daily diary, departmental reports shall also be analyzed along with the Internship Report.

Seminar presentation will enable sharing knowledge & experience amongst students & teachers and build communication skills and confidence in students.

## **T&P CELL ACTIVITY POINT FOR CAPABILITY ENHANCEMENT PROGRAMME**

### **Additional Requirement for Capability Enhancement Programme**

Apart from technical knowledge and skills, to be successful as professionals, students should have excellent soft skills, leadership qualities and team spirit. They should have entrepreneurial capabilities and societal commitment. In order to match these multifarious requirements, T&P Cell has created a unique mechanism.

Every regular student, who is undergoing internship, is required to undertake capability enhancement programme Activity Points in addition to the required academic grades, for getting internship programme. Students are required to earn 75 Activity Points, in addition to the academic grades.

UGC recommends 300-400 hours Activity Programme for each degree student for Community service and allied activities as an additional requirement or non-credit course. Here, 40-45 hours are equivalent to 1 week.

These activities will be coordinated by NSS/NCC/FIYC/EBSB/NGC/ELC Nodal/Programme Officer or TPO of the Institute. The student will be provided a certificate from the concerned coordinator and Institutional Head.

Every student is required to prepare a file containing documentary proofs of activities, done by him/ her. This file will be duly verified by the concerned evaluator as listed

The student should earn at least 75 activity points before he/ she appears for his/ her Final Placement. The points students have earned will be reflected on the student's transcript. However, there will be neither grades/ marks for these points nor will there be any effect on SPI/CPI/CGPA etc.

As proposed under the UGC Rural Internship Programme, if a student completes any long term goal during his degree programme, it will be counted as Internship Activity and credit requirement for the internship is fulfilled. However, if only short term interventions under the programme are attempted it will be counted towards Activity Point Capability Enhancement Programme requisite.

Following suggestive activities as Long Term Goals may be carried out by students in teams:

1. Prepare and implement plan to create local job opportunities.
2. Prepare and implement plan to improve education quality in village.
3. Prepare an actionable DPR for doubling the village Income.
4. Developing Sustainable Water Management system.
5. Prepare and improve a plan to improve health parameters of villagers.
6. Developing and implementing of Low Cost Sanitation facilities.
7. Prepare and implement plan to promote Local Tourism through Innovative Approaches.
8. Implement/Develop Technology solutions which will improve quality of life.
9. Prepare and implement solution for energy conservation.
10. Prepare and implement plan to Skill village youth and provide employment.
11. Develop localized techniques for Reduction in construction Cost.
12. Prepare and implement plan of sustainable growth of village.
13. Setting of Information imparting club for women leading to contribution in social and economic issues.
14. Developing and managing efficient garbage disposable system.
15. Contribution to any national level initiative of Government of India. For eg. Digital India/ Skill India/ Swachh Bharat Internship etc.

The student may choose any activities as per their liking in order to earn the UGC Activity points. These activities can be spread over the years, as per convenience of the student. The Minimum points required as per entry level of any student are presented in Table 3.

Table 3. The activity Point requirement for UG/UG Degree students

UG /UG Degree Programmes	Years for Points	Points
BA(J&MC) Regular	1st to 3rd Year	75

## INDUSTRIAL PROJECT/ INTERNSHIP/ INDUSTRIAL RESEARCH

### Guidelines for Post Graduate Level Technical Students:

The UGC has prescribed Standardized academic structure for all UG Programs with uniform credit distribution. Focus is on development of advanced knowledge and specific skills required for industrial development. Student may choose Industrial problem as Dissertation topic.

Table:1 Credit Framework for Internship/ Industrial Project at UG level.

S. N	Schedule	Activities	Duration	Credits
1	Semester-III	• Summer Training Report	4weeks	04
2	Semester-IV	• Functional Exposure Report	4weeks	04

### Guidelines:

1. The candidate should submit a synopsis of the proposed work to be done during Internship Programme/ Project-Dissertation. The synopsis received should be examined or evaluated by the departmental committee to ensure that the proposed work is

submitted in partial fulfillment of the requirements for the award of the degree of BA(J&MC) to University. This synopsis should be submitted to the department before the candidate is relieved.

2. Intimation of commencement of internship shall be submitted to the HOD concerned before the commencement of the ongoing semester.
3. The Internship project work done during 6-8 weeks internship program is required for BA(J&MC) after two semesters for thesis work.
4. Two guides will supervise the internship project work, one from the department and another one from industry.
5. Industry/Educational Organization must submit the month-wise satisfactory attendance of the students to the department.
6. Candidate should regularly visit the institute and present his/her project progress report to their respective guide(s).
7. The final project presentation is evaluated on the basis of the recommendation given by outside supervisor, and further can be evaluated by institute guide.
8. If the internship project is not found to be of high quality, then the student will have to reappear in the next semester for their BA(J&MC).
9. The candidate is required to publish internship work in conferences and journals with due permission/ consent from the organization/industry where he has undergone the internship.
10. If the student feels that the internship work is not of high quality/not-related to their field of interest, then he/ she should submit the application to the T&P Cell within 01 weeks of commencement of internship to re-join the other industry.
11. Industry/ Institute should allow to produce results obtained during project/ internship period in the project report. The written certificate to this effect from the industry/ institute is mandatory before consideration of the proposed project/ internship.

#### **UGC ASSISTANCE/ FACILITATION**

##### **MOUs with different Organizations to facilitate Internship Programme**

In Order To Facilitate internships for the students, UGC has been identifying organizations/Ministries both in India & abroad and signing MoUs. UGC has signed many MoUs with Industries, Training institutions, Govt. bodies which are available on the UGC website The institute adequately publicize this information on their website so that students can apply for internship.



Some of the MoUs signed by UGC are as follows:

S. No.	Memorandum of Understanding	For more details please visit
1.	UGC's MoU with UGC	<a href="https://www.aicte-india.org/downloads/letter_technical_inst_mou_internshala.pdf">https://www.aicte-india.org/downloads/letter_technical_inst_mou_internshala.pdf</a>
2.	MoU	
3.	UGC's MoU with HireMee.	
4.	UGC's MoU with Indira Gandhi National Centre for the Arts (IGNCA)	<a href="https://www.aicte-india.org/.../UGC%20IGNCA_MoU.pdf">https://www.aicte-india.org/.../UGC%20IGNCA_MoU.pdf</a>
5.	UGC's MoU with Center for Creative Economy and Innovation (CCEI), Daegu, Republic of Korea.	<a href="https://www.aicte-india.org/.../UGC-CCEI%20Daegu_MoU%20Document_Final.pdf">https://www.aicte-india.org/.../UGC-CCEI%20Daegu_MoU%20Document_Final.pdf</a>
6.	1.1 UGC's MoU with International Institute of Waste Management (IIWM), Bangalore	<a href="https://www.aicte-india.org/sites/default/files/UGC-IIWM%20MoU.compressed.pdf">https://www.aicte-india.org/sites/default/files/UGC-IIWM%20MoU.compressed.pdf</a>
7.	a. UGC's MoU with Engineering Council of India [ECI]	<a href="https://www.aicte-india.org/downloads/eci.pdf">https://www.aicte-india.org/downloads/eci.pdf</a>
8.	b. UGC's MoU with Fourth Ambit	<a href="https://www.aicte-india.org/sites/default/files/Fourth%20Ambit.PDF">https://www.aicte-india.org/sites/default/files/Fourth%20Ambit.PDF</a>
9.	UGC's MoU with LinkedIn	<a href="https://www.aicte-india.org/downloads/LinkedIn%20MoU.PDF">https://www.aicte-india.org/downloads/LinkedIn%20MoU.PDF</a>
10.	c. UGC's MoU with Telecom Sector Skill Council (TSSC)	<a href="https://www.aicte-india.org/downloads/mou_aicte_tssc_22_6_17.pdf">https://www.aicte-india.org/downloads/mou_aicte_tssc_22_6_17.pdf</a>
11.	1.10. UGC's MoU with SCHOLARSMERIT	<a href="https://www.aicte-india.org/sites/default/files/Scholarsmerit.PDF">https://www.aicte-india.org/sites/default/files/Scholarsmerit.PDF</a>
12.	1.11. UGC's MoU with Studenting Era to facilitate UGC approved academic institutions with services for their students & academic faculty	<a href="https://www.aicte-india.org/sites/default/files/Studenting%20Era.PDF">https://www.aicte-india.org/sites/default/files/Studenting%20Era.PDF</a>
13.	1.12. UGC's MoU with Ministry of Micro, Small and Medium Enterprises (MSME)	<a href="https://www.aicte-india.org/sites/default/files/Signed_MoU_with_UGC.compressed.pdf">https://www.aicte-india.org/sites/default/files/Signed_MoU_with_UGC.compressed.pdf</a>

Board of Studies of institute (BoS) have shown their keen interest to facilitate internship training for BA(J&MC) Programme students.

The details of BoS/BoPT are as follows:

S.No.	Institute Board of Studies / Board of Practical Training (BoS/BoPT)	Contact Details
-------	---	-----------------

1.	Director	<a href="mailto:directortias@tecnia.in">directortias@tecnia.in</a>
2.	Dean	<a href="mailto:deanacademics@tecnia.in">deanacademics@tecnia.in</a>
3.	TPO	<a href="mailto:placementstias@tecnia.in">placementstias@tecnia.in</a>
4.	HoDs	<a href="mailto:hodBA(J&amp;MC)@tecnia.in">hodBA(J&amp;MC)@tecnia.in</a>
5.	Faculty Mentor	<a href="mailto:placements@tecnia.in">placements@tecnia.in</a>

## GENERAL INTERNSHIPS GUIDELINES

- ❖ Internship is always more valuable compared to in-house project as it enables the interns to understand how companies work, build new contacts, develop a network and most importantly work on real-life projects executed within the company. Institutes are advised to send students for internship at least twice during the complete program once after 1st year and in final year as project.
- ❖ Many interns seems to judge the company by the number of employees in the organization it's an halo effect. Do use more meaningful criteria to judge the company for the internship such as the time and training that they are willing to devote for you, type of products, value addition and services offered by the company in relation to what you want to learn, technologies employed by the company with respect to what you want to master etc.
- ❖ An internship is a great opportunity to learn in industrial environment without being an employee of the company. Students are advised to set their goals prior to starting their internship and focus on completing them during the internship.
- ❖ If a student joins a very large organization to do an internship, he must use the opportunity to learn about the activities performed in the various departments by doing short stints in each of them. This experience will help provide him the big-picture and better understanding the career prospects in relation to his ambitions.
- ❖ Attitude and mindset play a great role in the learning process. Do tackle all tasks given with enthusiasm and positive attitude.
- ❖ Interns must avoid negativity and never ignore a chance offered to them to learn more about a concept, technology, industry or company.
- ❖ Interns must be inquisitive and try to gain maximum knowledge and exposure.
- ❖ Interns shall identify a good mentor within the company and take initiative to execute new projects where one can make a difference to the company.
- ❖ Interns should enjoy during the internship and leave with tangible accomplishments.
- ❖ The intern will maintain a regular internship schedule determined by the Intern and his/her Project Head.
- ❖ Interns shall view an internship as a bridge between college and the workplace. Do use for their full advantage while undergoing internship:
  - The intern must demonstrate honesty, punctuality and a willingness to learn during the internship program.
  - The intern will obey the policies, rules and regulations of the Company and comply with the Company's business practices and procedures.

## INTERNSHIP ADVICE

The students are advised to take the Summer Training very seriously & understand the relevance of Project in its entirety – i.e. objectives, research methodology, future scope & the time frame in which it has to be completed.

- ☐ Perform Good Quality Work
- ☐ Develop and understand the functional domain area.
- ☐ Application of theoretical concepts learnt in the classroom.
- ☐ Innovate in evolving new theories and concepts.
- ☐ Gain hands on experiences of working in the real life situation.
- ☐ Building a good rapport with the Industry Guide.
- ☐ Establishing a mutually beneficial relationship with respective organization.

This is an opportunity and important responsibility to build a relationship with organization. Good satisfactory sincere work is always appreciated and helps in getting suitable career. The following points must be followed:-

- ☐ Be punctual during Internship.
- ☐ Sincerely work to achieve the objectives of Summer Training.
- ☐ Meet targets and datelines
- ☐ Help your industry guide in day to day operations during Summer Internship
- ☐ Follow academic integrity, ethics and avoid plagiarism.
- ☐ Be polite, cordial and professional in all your dealings during the summer training.

## MAPPING OF INTERNSHIP PROGRAMME OUTCOME-BASED EDUCATION WITH ASSESSMENT AND GRADUATE ATTRIBUTES:

S. No.	Graduate Attributes	Activities proposed	Outcome
1.	<b>Domain Knowledge:</b> Apply the knowledge of domain, Management Process & Organizational Behaviour, Quantitative Techniques Managerial Economics, Accounting for Management fundamentals, and an IT specialization for the solution of complex managerial problems.	Practical experience during industrial internship/ Project work.	An ability to apply knowledge in application of management sciences tools & techniques, online resources on the project.  The application of systematic domain design processes appropriate to the internship program.
2.	<b>Problem Analysis:</b> Identify, formulate, research literature and analyze complex managerial problems reaching a substantiated conclusion using fundamentals of management sciences and other specialized domain	Working for Consultancy/ research projects in the institute/industry.	Helping Faculty members in their research and consultancy projects will help student learn research methodologies and analytical tools and will develop an ability to use appropriate knowledge and skills to identify, formulate, analyze, and solve Complex domain

			problems in order to reach substantiated conclusions.
3.	<b>Design/Development of solutions:</b> Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for public health and safety and cultural, societal, and environmental considerations.	Innovation / Entrepreneurship Activities: Participation in Innovation Competitions , Idea completions, Hackathons etc	An ability to design solutions for complex, open-ended domain problems and to design systems, components or processes that meet specified needs with appropriate attention to health and safety risks, applicable standards, and economic, environmental, cultural and societal considerations.
4.	<b>Conduct investigations of complex problems:</b> Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.	Project work/ industrial training/ International /National Internships or advanced courses are considered for internship requirements	Global competitiveness and employability of students will be enhanced.
5.	<b>Modern Tool Usage:</b> Create, select and apply appropriate techniques, resources, and modern IT tools, including prediction, modeling of complex problems/ activities, with an understanding of the limitations.	Work on the modern tools, processes & procedure being used in the industry. Interns expose themselves to advanced tools like simulation and modeling.	Will be able to use modern tools and processes to solve the live/real-time problems.
6.	<b>The management and society:</b> Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional managerial practice.	The UGC Activity Point Program focuses on supporting all the sections of society especially in adopted villages.	Students will learn their social responsibilities and to use their professional managerial knowledge to assess societal, health, safety, legal and cultural issues.
7.	<b>Environment and Sustainability:</b> Understand the impact of the professional managerial solution in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.	Under the community service activities, focus on the environment and sustainability issues has been laid down.	Students will learn the importance and methods of environment protection & sustainability and will develop an ability to analyze social and environmental aspects of all managerial activities.

8.	<b>Ethics:</b> Apply ethical principles and commit to professionals ethics and responsibilities and norms of the managerial practice.	The intern will learn to demonstrate honesty, punctuality and obey Company's business practices and procedures.	Learning of professional ethics and accountability will make student ready for the future.
9.	<b>Individuals and team work:</b> Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary domain settings.	Students are required to help the Committees for organizing Conference/ workshop/ Competition at Institutional Level.	Student will develop ability to work effectively as a member and leader in teams, preferably in a multi-disciplinary domain setting.
10.	<b>Communication:</b> Communicate effectively on complex engineering activities with the engineering community and with the society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations and give and receive clear instructions.	To assist students in industrial training at the end of 2nd semester. Training & Placement Cell shall also organize training for student's Personality Development, improving Communication Skills, report writing, presentation skills, Foreign Languages etc.	The student will develop an ability to communicate effectively (oral and written communication, report writing, presentation skills).
11.	<b>Project Management and Finance:</b> Demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.	The industry should make sure to include interns in brainstorming sessions and also be given opportunity to understand Project Management and finances.	These competencies will help the student in horizontal and vertical mobility.
12.	<b>Life-long learning:</b> Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of management and ITC changes.	Students will learn to implement knowledge into practice and innovate.	Students' ability to ability to identify and to address their own educational needs in a changing world in ways sufficient to maintain their competence and to allow them to contribute to the advancement of knowledge will be enhanced.



# भारत का राजपत्र The Gazette of India

असाधारण  
EXTRAORDINARY

भाग III—खण्ड 4  
PART III—Section 4

प्राधिकार से प्रकाशित  
PUBLISHED BY AUTHORITY

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NEW DELHI, WEDNESDAY, JANUARY 6, 2016/PAUSA 16, 1937

अखिल भारतीय तकनीकी शिक्षा परिषद्

अधिसूचना

नई दिल्ली, 4 जनवरी 2016

(तकनीकी संस्थाओं (डिग्री/डिप्लोमा) में शिक्षकों तथा अन्य शैक्षणिक स्टाफ के लिए अर्हताएं, वेतनमान, सेवा शर्तों, कैरियर उन्नति योजना (सीएस) इत्यादि से संबंधित कुछ मुद्दों/विमर्शों पर स्पष्टीकरण)

फा0सं0 27/आरआईएफडी/वेतनमान/01/2013-14—अखिल भारतीय तकनीकी शिक्षा परिषद् अधिनियम, 1987 (1987 का 52) की धारा 10 (ए) और (अ) के साथ पठित धारा 23 की उप-धारा (1) के अधीन प्रदत्त अपनी शक्तियों का प्रयोग करते हुए अखिल भारतीय तकनीकी शिक्षा परिषद् निम्न विनियम बनाती है :-

## I. संक्षिप्त नाम, प्रयोज्यता एवं आरंभ :

- (क) इन विनियमों को अखिल भारतीय तकनीकी शिक्षा परिषद् [तकनीकी संस्थाओं (डिग्री/डिप्लोमा) में शिक्षकों तथा अन्य शैक्षणिक स्टाफ के लिए अर्हताएं, वेतनमान, सेवा शर्तों, कैरियर उन्नति योजना (सीएस) इत्यादि से संबंधित कुछ मुद्दों/विमर्शों पर स्पष्टीकरण] विनियम, 2016 कहा जाएगा।
- (ख) ये उन तकनीकी संस्थाओं पर लागू होंगे जो तकनीकी शिक्षा तथा ऐसे अन्य पाठ्यक्रम/कार्यक्रम और विषय-क्षेत्र संचालित कर रहे हैं, जैसे कि परिषद् द्वारा समय-समय पर अधिसूचित किए गए हैं।

## II. सामान्य

अभातरिप को अभातरिप विनियम संख्या 37-3/विधि/अभातरिप/2010 दिनांक 05 मार्च, 2010, तकनीकी संस्थाओं (डिग्री/डिप्लोमा) में शिक्षकों तथा अन्य शैक्षणिक स्टाफ के लिए, संशोधित अर्हताएं, वेतनमान, सेवा शर्तों, कैरियर उन्नति योजना पर अभातरिप विनियम, 2010 (इसके पश्चात् इसे अभातरिप विनियम, 2010 के रूप में उल्लिखित किया गया है।) तथा अभातरिप विनियम संख्या 37-3 विधि/अभातरिप/2012 दिनांक 08 नवम्बर, 2012 तकनीकी संस्थाओं (डिग्री/डिप्लोमा) में शिक्षकों तथा अन्य शैक्षणिक स्टाफ के लिए कैरियर उन्नति योजना विनियम, 2012 (इसके पश्चात् इसे अभातरिप विनियम, 2012 के रूप में उल्लिखित किया गया है।) को लागू करने के संबंध में उठाए गए मुद्दों पर स्पष्टीकरण की मांग करने वाले विभिन्न अभ्यावेदन प्राप्त हुए हैं। इसमें अभातरिप की पूर्व की अधिसूचनाओं के संबंध में उठाए गए कुछ मुद्दों को भी शामिल किया गया है।

तकनीकी संस्थाओं (डिग्री/डिप्लोमा) में शिक्षकों तथा अन्य शैक्षणिक स्टाफ के लिए अर्हताएं, वेतनमान, सेवा शर्तों, कैरियर उन्नति योजना (सीएस) इत्यादि से संबंधित कुछ मुद्दों/विमर्शों पर स्पष्टीकरण

- (iv) उसे सयत्र प्रशिक्षण में परिसर साक्षात्कार/कार्य मेलों आदि की व्यवस्था करनी होती तथा वह कार्मिकों और अंतिम वर्ष के छात्रों, दोनों के लिए औद्योगिक प्रायोजित परियोजनाओं की व्यवस्था भी करेगा।
- (v) उसे उद्योग/शोध/सेवा क्षेत्रों के संबंधित क्षेत्र में विशेषज्ञों का डाटा बैंक सृजित करना होगा तथा छात्रों तथा स्टॉफ सदस्यों के लाभ के लिए, व्याख्यान देने के लिए उन्हें संस्थान में आमंत्रित करना होगा।
- (vi) उसे उद्योगों/शोध/सेवा क्षेत्रों में छात्रों और स्टॉफ सदस्यों के लिए प्रशिक्षण/क्षेत्रीय दौरे की भी व्यवस्था करनी होगी।
- (vii) उसे उद्योगों/शोध/सेवा संगठनों में प्रशिक्षु प्रशिक्षण तथा उपयुक्त नियोजन प्राप्त करने में छात्रों को भी सहायता करनी होगी। वह समूह चर्चा, वैयक्तिक साक्षात्कार और व्यक्तित्व विकास आदि के लिए तैयारी करने वाले छात्रों को अभ्यास कराने के लिए भी उत्तरदायी होगा।
- (viii) प्रशिक्षण और नियोजन अधिकारी को समस्त पूर्व छात्रों का डाटा बैंक भी सृजित करना होगा जिन्हें प्रतिष्ठित उद्योगों/शोध/सेवा संगठनों में रोजगार प्राप्त हुआ है।
- (ix) संस्थान के प्रमुख द्वारा समय-समय पर सौंपे गए कोई अन्य संबंधित कार्य।
- डिप्लोमा श्रेणी के संस्थान में प्रशिक्षण तथा नियोजन अधिकारियों (टीपीओ) की योग्यता, वेतनमानों तथा सेवा शर्तों पर संबंधित राज्य/संघ राज्यक्षेत्र सरकार उल्लिखित के अनुसार तथा जहाँ भी बदलाव अपेक्षित हों, निर्णय ले सकते हैं।
- ये नियम राजपत्र में अधिसूचना की तारीख से प्रभावी होंगे।

## ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

### NOTIFICATION

New Delhi, the 4<sup>th</sup> January 2016

[CLARIFICATIONS ON CERTAIN ISSUES/ ANOMALIES PERTAINING TO QUALIFICATIONS, PAY SCALES, SERVICE CONDITIONS, CAREER ADVANCEMENT SCHEMES (CAS) etc. FOR TEACHERS AND OTHER ACADEMIC STAFF OF TECHNICAL INSTITUTIONS (DEGREE/DIPLOMA)]

**F. No. 27/RIFD/Pay Scale/01/2013-14.**—In exercise of the powers conferred under sub-Section (i) of Section 23 read with Section 10 (i) and (v) of the All India Council for Technical Education Act, 1987 (52 of 1987), the All India Council for Technical Education makes the following Regulations:-

#### I. Short title, Applications and Commencement:

(a) These Regulations may be called All India Council for Technical Education (clarifications on certain issues/ anomalies pertaining to Qualifications, Pay Scales, Service Conditions, Career Advancement Schemes (CAS) etc. for Teachers and other Academic Staff of Technical Institutions (Degree/Diploma)), 2016.

(b) These shall apply to technical institutions conducting technical educations and such other courses/ programs and area notified by the Council from time to time.

#### II. General

AICTE has received several representations seeking clarifications on certain issues arising out of implementation of AICTE Regulations No. 37-3/ Legal/AICTE/2010 dated 05<sup>th</sup> March 2010 on revised Pay Scales, Service Conditions and Qualifications for the Teachers and other Academic Staff in Technical Institutions (Degree & Diploma) Regulations, 2010 (here in after referred as AICTE Regulations, 2010) and No. 37-3/ Legal/AICTE/2012 dated 8th Nov. 2012 on Career Advancement Scheme for the Teachers and other Academic Staff in Technical Institutions (Degree & Diploma) Regulations, 2012 (here in after referred to as AICTE Regulations, 2012). Some of the issues raised from the AICTE previous Notifications have also been included.

**Clarifications on certain issues/ anomalies pertaining to Qualifications, Pay Scales, Service conditions, Career Advancement Schemes (CAS) etc. for Teachers and Other Academic Staff of Technical Institutions (Degree/Diploma)**

**The clarifications on certain issues of teachers and equivalent positions are given below:**

**Annexure-V****QUALIFICATION, PAY SCALES AND SERVICE CONDITIONS OF  
TRAINING AND PLACEMENT OFFICERS (DEGREE)**

The need for placement and Training in a Degree Level Technical Institutions was recognized in the AICTE Norms and standards of the year 1990, to be adopted by State/UT Government in the respective States /UTs. Vide Para 10 (b) of Letter No. FD/PSSC/Clrif/2002/1 dated 03-01-2003 their Pay Scales etc. were left to be decided by said Governments taking local conditions into consideration. Considering the various representations received by various stakeholders and the importance of Training and Placement Officers (TPO) in the changed Scenario of developing of economy of the country, it has become imperative to bring them in the purview of AICTE to determine their service conditions. Accordingly, the following is proposed.

- (i) Person entering as Training and placement officers shall be of the cadre of a Professor and shall be recruited with designation as Professor (TPO). Essential Qualifications and experience required for the post shall be in line with Professor (Engineering and Technology) laid down in AICTE Regulations 2010 (Degree). Due waitage shall be given to a person from the reputed Industrial background with good managerial and communicational skill. Degree in management shall be a desirable qualification.
- (ii) Existing Training and Placement officers shall be re-designated as Professor (TPO)/ Associate Professor (TPO)/ Asst. Professor (TPO), as the case may be, provided all the requisite qualifications and relevant experience in line with faculty norms laid down in AICTE Regulations 2010 (Degree) and subsequent AICTE Clarifications/ Notifications issued thereof.
- (iii) Pay Scales of existing TPO shall be fixed in accordance of fitment table of 6<sup>th</sup> CPC with re-designation of post as may be applicable.
- (iv) Career Advancement scheme shall be equally applicable to them in line with that prescribed for the faculty subject to fulfilment of essential eligibility conditions as laid down in AICTE Regulations 2010 & 2012 and in subsequent Clarification/ Notifications issued thereof.

**Duties and responsibilities of Training and Placement officer:**

- (i) The post shall be treated as a non vacational post. The officer shall have a teaching work load of 4 hrs/week.
- (ii) TPO should maintain a good liaison with industry in and around the place of the campus.
- (iii) He should conduct an annual survey of job requirements in the Industries, research and service organizations.
- (iv) He should arrange for campus interviews/ job mela etc., in plant training and also arrange to get industries sponsored projects for both staff and final year students.
- (v) He should create data bank of experts in respective field from industries/research/service sectors and invite them to the Institute to deliver lectures for the benefit of students and staff members.
- (vi) He should also arrange training/field visits to students and staff members in industries/research/service sectors.
- (vii) He should also assist the students in getting apprentice training and suitable placement in industries/ research/service organizations. He shall also be responsible for preparing the students in facing group discussions, personal interviews and personality development etc.
- (viii) Training and placement officer should create a data bank of all alumni who are placed in reputed industries/research/service organizations.
- (ix) Any other related duty assigned by the Head of the institute from time to time.

Qualification, Pay Scales and Service Conditions of Training and Placement Officers (Diploma) similar to the above, may be considered, with appropriate changes where ever required by respective State/UT Government.

These rules will be effective from the date of notification in official Gazette.



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
**NAAC Accredited Grade 'A' Institute**  
**TRAINING AND PLACEMENT CELL**  
 (Established as per UGC, GoI)

STUDENT INTERNSHIP PROGRAM APPLICATION			
1. Student Name:			
2. Campus Address:	PSP Institutional Area, Madhuban Chowk, Rohini, New Delhi-110085	Phone: 011-27555121	
3. Home Address:			Phone:
3a. Student email address:			
4. Academic Concentration:	5. Internship Semester:      Year:		
6. Overall GPA:			
9. Internship Preferences:			
	Location	Core Area	Company/ institution
Preference-1			
Preference-2			
Preference-3			
Faculty Mentor Signature: _____			Date _____
<i>Signature confirms that the student has attended the internship orientation and has met all paperwork and process requirements to participate in the internship program and has received approval from his/her Advisor.</i>			
Student Signature: _____			Date: _____

*Note: Complete and submit to the TPO/ Internship Program Coordinator. Type or write clearly.*

# TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade 'A' Institute

## TRAINING AND PLACEMENT CELL

(Established as per UGC, GoI)

To

The General Manager (HR)

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Subject: REQUEST FOR INTERNSHIP OF 04/06 WEEKS INDUSTRIAL TRAINING of  
BA(J&MC)/2 Years UG Degree Programme

Dear Sir,

Our Students have undergone internship training in your esteemed Organization in the previous years. I acknowledge the help and the support extended to our students during training in previous years.

/ (For first time industry) You must be aware that UGC has made internship mandatory for all technical education students.

In view of the above, I request your good self to allow our following \_\_\_\_\_ students for practical raining in your esteemed organization. Kindly accord your permission and give at least one-week time for students to join training after confirmation.

S. No.	Name	Roll No.	Year	Discipline

If vacancies exist, kindly do plan for Campus/Off Campus Interview for--- above branches.  
CHECK THIS

A line of confirmation will be highly appreciated.

With warm regards,

Yours sincerely,

Training & Placement Office

# TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade 'A' Institute

## TRAINING AND PLACEMENT CELL

(Established as per UGC, GoI)

### INTERNSHIP SYNOPSIS: OBJECTIVES / GUIDELINES / AGREEMENT:

*An internship is a unique learning experience that integrates studies with practical work. This agreement is written by the student in consultation with the faculty Mentor and Industrial supervisor. It shall serve to clarify the educational purpose of the internship and to ensure an understanding of the total learning experience among the principal parties involved. (This will be prepared in consultation with faculty mentor)*

### Part I: Contact Information

#### Student

Name: \_\_\_\_\_ Student ID# \_\_\_\_\_ Class Year: \_\_\_\_\_

Campus Address: PSP Institutional Area, Madhuban Chowk, Rohini

City, State: New Delhi-110085

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

#### Industrial Supervisor

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Internship Address: \_\_\_\_\_

City \_\_\_\_\_, State \_\_\_\_\_, Pin: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

#### Faculty Mentor

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Campus Address: \_\_\_\_\_

#### Academic Credit Information

Internship Title: \_\_\_\_\_ Department: Management Sciences

Course#: MS201: Summer Training Report; Credits: 04;

Grading Option: 40 (Internal) +60 (External) = Max. Marks: 100 Credit/Non-credit: Credit

Beginning Date: 01<sup>st</sup> June

Ending Date: 31<sup>st</sup> July

Hours per Week: 04 Hours

Internship is: \_\_\_\_\_ Paid \_\_\_\_\_ Unpaid \_\_\_\_\_

## Part II: Internship Objectives/Learning Activities

*Internship Objectives: What do you intend to learn, acquire and clarify through this internship? Try to use concrete, measurable terms in listing your learning objectives under each of the following categories:*

- Knowledge and Understanding \_\_\_\_\_

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Skills \_\_\_\_\_

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**Learning Activities:** *How will your internship activities enable you to acquire the knowledge/understanding, and skills you listed above?*

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**On the job:** *Describe how your internship activities will enable you to meet your learning objectives. Include projects, research, report writing, conversations, etc., which you will do while working, relating them to what you intend to learn.*

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**Teaching/Mentoring Activities:** *How your technical knowledge can be applied at the site of the internship. How you can create value through mentoring/help people learn new things.*

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**Off the job:** *List reading, writing, contact with faculty supervisor, peer group discussion, field trips, observations, etc., you will make and carry out which will help you meet your learning objectives.*

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**Evaluation:** *Your Internship supervisor will provide a written evaluation of your internship. Describe in detail what other evidence you will provide to your faculty Mentor to document what you have learned (e.g. journal, analytic paper, project, descriptive paper, oral presentation, etc.) Include deadline dates.*

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### Part III: The Internship

**Job Description:** *Describe in as much detail as possible your role and responsibilities while on your internship. List duties, project to be completed, deadlines, etc. How can you contribute to the organization/site of internship?*

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**Supervision:** *Describe in as much detail as possible the supervision to be provided /needed at the work site. List what kind of instruction, assistance, consultation you will receive from whom, etc.*

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**Evaluation:** How will your work performance be evaluated? By whom? When?

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### Part IV: Agreement

This contract may be terminated or amended by student, faculty coordinator or work supervisor at any time upon written notice, which is received and agreed to by the other two parties.

Student \_\_\_\_\_ Date \_\_\_\_\_

Faculty Mentor \_\_\_\_\_ Date \_\_\_\_\_

Industry Supervisor \_\_\_\_\_ Date \_\_\_\_\_

To  
Training & Placement Officer  
Tecnia Institute of Advanced Studies  
Mandhuban Chowk, New Delhi-110085

Subject: Relieving letter of student and Industry.

Dear Sir,

Kindly refer your letter/e-mail dated \_\_\_\_\_ on the above cited subject. As permitted by your good self the following students will undergo Industrial Internship in your esteemed organization under your sole guidance & directions:

S.No.	Name of Students	Roll No.	Branch

This training being an essential part of the curriculum, the following guidelines have been prescribed in the curriculum for the training. You are therefore, requested to please issue following guidelines to the concerned manager/Industrial Supervisor.

1. Internship schedule may be prepared and a copy of the same may be sent to us.
2. Each student is required to prepare Internship diary and report.
3. Kindly check the Internship diary of the student daily.
4. Issue instruction regarding working hours during training and maintenance of the attendance record.

*You are requested to evaluate the student's performance on the basis of grading i.e. Excellent, Very Good, Satisfactory and Non Satisfactory on the below mentioned factors. The performance report may please be forwarded to the undersigned on completion of training in sealed envelope.*

S.No	Name of Students	Evaluation Ranking
a	Attendance and general behaviour	
b	Relation with workers and supervisors	
c	Initiative and efforts in learning	
d	Knowledge and skills improvement	
e	Contribution to the organization	

Your efforts in this regard will positively enhance knowledge and practical skills of the students, your cooperation will be highly appreciated and we shall feel obliged.

The students will abide by the rules and regulation of the organization and will maintain a proper discipline with keen interest during their Internship. The students will report to you on dated along with a copy of this letter.


Yours sincerely,

**Training & Placement Officer**

TECNOVA



**STUDENT'S DAILY DIARY/ DAILY LOG**

DAY-1		DATE	
Time of arrival		Time of Departure	I Remarks
Dept./Division		Name of finished Product	
Name of HOD/ Supervisor			
With e-mail id			
Main points of the day			
			

**Signature of Industry Supervisor**

*Note: To be send by student to concerned Institute faculty guide/supervisor on regular basis through email*

### SUPERVISOR EVALUATION OF INTERN

Student Name: \_\_\_\_\_ Prog. \_\_\_\_\_

Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Work Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_

Internship Address: \_\_\_\_\_

Dates of Internship: From \_\_\_\_\_ To \_\_\_\_\_

### SUMMER TRAINING APPRAISAL

Summer Training Appraisal form to be filled by the respective industry guides on the format prescribed by the GGSIP University which is as follows:

<i>Please evaluate your intern by indicating the frequency with which you observed the following behaviors:</i>	<b>Excellent Outstanding</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Unsatisfactory Needs improvement</b>
<i>Parameters</i>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<i>Behaviors</i>				
<i>Performs in a dependable manner</i>				
<i>Cooperates with co-workers and supervisors / Ability to work in a team</i>				
<i>Shows interest in work</i>				
<i>Learns quickly/ Ability to grasp new ideas and knowledge</i>				
<i>Shows initiative / Ability to take initiative</i>				
<i>Produces high quality work / Sense of Responsibility</i>				
<i>Accepts responsibility</i>				
<i>Accepts criticism</i>				
<i>Demonstrates Organizational Skills</i>				
<i>Uses technical knowledge and expertise/ Technical knowledge gathered about the industry and the job he/she was involved.</i>				
<i>Shows good judgment</i>				
<i>Demonstrates creativity/ originality/ Creativity and ability to innovate with respect to work methods &amp; procedures</i>				

Analyzes problems effectively/ Ability to relate theoretical learning to the practical training				
Is self-reliant / Presentations skills				
Communicates well / Communication Skills: Oral / Written / Listening skills				
Writes effectively/ Documentation skills				
Has a professional attitude/ Acceptability (patience, pleasing manners, the ability to instill trust, etc.)				
Gives a professional appearance /His/her ability and willingness to put in hard work				
Punctuality				
Uses time effectively /Ability to develop a healthy long term relationship with client				
Consider the student's value in term of: (a) Qualification (b) Skills and abilities (c) Activities/ Roles performed				
Overall performance of student intern (circle one):	Excellent Outstandin g	Good	Satisfactor y	Unsatisfactory Needs improvement

Any other Additional comments, if any: \_\_\_\_\_

Assessor's overall rating

Signature of Industry supervisor \_\_\_\_\_ HR Manager \_\_\_\_\_

Assessor's Name:

Designation:

Organization name and address:

Email id:

Contact No:

# STUDENT FEEDBACK OF INTERNSHIP

(To be filled by Students after Internship Completion)

Student Name: \_\_\_\_\_ Date: \_\_\_\_\_

Industrial Supervisor: \_\_\_\_\_ Title: \_\_\_\_\_

Supervisor Email: \_\_\_\_\_ Internship is \_\_\_\_\_ Paid  
 \_\_\_\_\_ Unpaid \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Internship Address: \_\_\_\_\_

Faculty Coordinator: \_\_\_\_\_ Department: \_\_\_\_\_

Dates of Internship: From \_\_\_\_\_ To \_\_\_\_\_

\*\*\*Please fill out the above in full detail\*\*\*

Give a brief description of your internship work (title and tasks for which you were responsible):

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Was your internship experience related to your major area of study?

- \_\_\_\_\_ Yes, to a large degree  
 \_\_\_\_\_ Yes, to a slight degree  
 \_\_\_\_\_ No, not related at all

Indicate the degree to which you agree or disagree with the following statements.

This experience has:	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Given me the opportunity to explore a career field					
Allowed me to apply classroom theory to practice					
Helped me develop my decision-making and problem-solving skills					
Expanded my knowledge about the work world prior to permanent employment					
Helped me develop my written and oral communication skills					

Provided a chance to use leadership skills (influence others, develop ideas with others, stimulate decision-making and action)					
--	--	--	--	--	--

This experience has:	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Expanded my sensitivity to the ethical implications of the work involved					
Made it possible for me to be more confident in new situations					
Given me a chance to improve my interpersonal skills					
Helped me learn to handle responsibility and use my time wisely					
Helped me discover new aspects of myself that I didn't know existed before					
Helped me develop new interests and abilities					
Helped me clarify my career goals					
Provided me with contacts which may lead to future employment					
Allowed me to acquire information and/ or use equipment not available at my Institute					

In the Institute internship program, faculty members are expected to be mentors for students. Do you feel that your faculty coordinator served such a function? Why or why not?

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How well were you able to accomplish the initial goals, tasks and new skills that were set down in your learning contract? In what ways were you able to take a new direction or expand beyond your contract? Why were some goals not accomplished adequately?

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Give suggestions as to how your internship experience could have been improved. (Could you have handled added responsibility? Would you have liked more discussions with your professor concerning your internship? Was closer supervision needed? Was more of an orientation required?)

Blank lined paper with a large, faint watermark reading 'TEACHER' diagonally across the top left.

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TECNIA

# TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade 'A' Institute

## TRAINING AND PLACEMENT CELL

(Established as per UGC, GoI)

### PROFORMA FOR EVALUTION OF INTERNSHIP BY INSTITUTE

Ph. \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

#### Evaluation (I)

1. Name of Student \_\_\_\_\_ Mob. No. \_\_\_\_\_
  2. College Roll No. \_\_\_\_\_ University Roll No. \_\_\_\_\_
  3. Branch/Semester \_\_\_\_\_ Period of Training \_\_\_\_\_
  4. Home Address with contact No. \_\_\_\_\_
  5. Address of Training Site: \_\_\_\_\_
  6. Address of Training Providing Agency: \_\_\_\_\_
  7. Name/Designation of Training In-charge \_\_\_\_\_
  8. Type of Work \_\_\_\_\_
  9. Date of Evaluation \_\_\_\_\_
- a) Attendance: (Satisfactory/Good/ Excellent)
  - b) Practical Work: (Satisfactory/Good/ Excellent)
  - c) Faculty's Evaluation: (Satisfactory/ Good/ Excellent)
  - d) Evaluation of Industry: (Satisfactory/Good/Excellent)

**Overall grade:** (Satisfactory/ Good/ Excellent)

**Signature of Faculty Mentor**

**Signature of Internship Supervisor {Industry}**

**With date and stamp**

*\*Photocopy of the attendance record duly attested by the training in-charge should be attached with the evaluation Proforma.*



# TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade 'A' Institute

## TRAINING AND PLACEMENT CELL

(Established as per UGC, GoI)

### INTERNSHIP EVALUATION REPORT

For BA(J&MC) 3 years UG Degree Programme)

### EVALUATION SHEET

Name & Address of Organization

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Session:

Programme:

Semester:

Shift:

Paper Code:

Paper:

#### Marks To Be Awarded By

Sr. No.	Name of Student	Roll No.	Punctuality Grade (10 Marks)	Maintenance of Daily Diary Grade (10 Marks)	Quality of contents design (10 Marks)	Innovations in learning process (10 Marks)	Presentations of contents & delivery mechanism (10 Marks)	Skill Test Grade	Over All Grade
			(Satisfactory/ Good/ Excellent)	(Satisfactory/ Good/ Excellent)	(Satisfactory / Good/ Excellent)	(Satisfactory/ Good/ Excellent)	(Satisfactory/ Good/ Excellent)	(Satisfactory/ Good/ Excellent)	

Faculty Expert Name & Signature

Faculty Expert Name & Signature

Faculty Expert Name & Signature

Date:

# TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade 'A' Institute

## TRAINING AND PLACEMENT CELL

(Established as per UGC, GoI)

### ATTENDANCE SHEET

For BA(J&MC) 3 years UG Degree Programme

Name & Address of Organization

Name of Student		
Roll. No		
Name of Course		
Date of Commencement of Trg.:		
Date of Completion of Training:		

Initials of the student

Month & Year	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

#### Note:

- Attendance Sheet should remain affixed in Daily Training Diary. **Do not remove or tear it off.**
- Student should sign/initial in the attendance column. Do not mark 'P'
- Holidays should be marked in **Red Ink** in attendance column. Absent should be marked as '**A**' in **Red Ink**.

**Signature of Company internship supervisor**

with company stamp/ seal

(Name \_\_\_\_\_) Contact No. \_\_\_\_\_

## STUDENTWISE PROJECT DETAILS

**Program: -.....Semester.....(...-S)**

**Paper Code: .....**      **Paper: .....**

[illegible]

**SUMMER TRAINING REPORT ON**

“TITLE OF PROJECT REPORT”

Undertaken at

“NAME OF THE ORGANIZATION”

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*  
**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

to



**Guru Gobind Singh Indraprastha University, Delhi**

*Under the Guidance of*  
Dr./Mr./Ms. \_\_\_\_\_  
Faculty Guide

*Submitted by*  
Name of Student \_\_\_\_\_  
BA(J&MC)-III Sem, Shift \_\_\_\_  
Enrollment No.: \_\_\_\_\_

Session .....



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
**NAAC ACCREDITED GRADE "A" INSTITUTE**  
Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University  
Recognized Under Sec. 2(f) of UGC Act 1956  
**INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085**  
Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



ON COMPANY'S LETTER HEAD

**CERTIFICATE OF COMPLETION**

This is to certify that.....(Full Name of the Student),  
a student of Master of Business Administration (BA(J&MC)), a class of ....., Tecnia  
Institute of Advanced Studies, Affiliated to GGS.IP. University bearing Enrolment  
No....., has undertaken the Summer Internship Training at  
..... (Name of the Company) during  
.....to..... under my supervision & guidance.

He / She has conducted a study & completed the STR Titled  
.....  
.....

*Submitted along with duly completed prescribed Summer Training Appraisal format*

Signature of the Guide

Name of the Guide:

Designation:

Address:

Seal of Organization

Date:

Encl. Summer Training Appraisal Form (STA)

## SUMMER TRAINING APPRAISAL FORM (STA)

Summer Training Appraisal form to be filled by the respective industry guides on the format prescribed by the GGSIP University which is as follows:

### Summer Training Appraisal

**Student's Name:**

**Programme:**

*You are requested to provide your opinion on the following parameters.*

<b>Outstanding</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Unsatisfactory</b>
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
1. Technical knowledge gathered about the industry and the job he/she was involved.			<input type="checkbox"/>
2. Communication Skills: Oral / Written / Listening skills			<input type="checkbox"/>
3. Ability to work in a team			<input type="checkbox"/>
4. Ability to take initiative			<input type="checkbox"/>
5. Ability to develop a healthy long term relationship with client			<input type="checkbox"/>
6. Ability to relate theoretical learning to the practical training			<input type="checkbox"/>
7. Creativity and ability to innovate with respect to work methods & procedures			<input type="checkbox"/>
8. Ability to grasp new ideas and knowledge			<input type="checkbox"/>
9. Presentations skills			<input type="checkbox"/>
10. Documentation skills			<input type="checkbox"/>
11. Sense of Responsibility			<input type="checkbox"/>
12. Acceptability (patience, pleasing manners, the ability to instill trust, etc.)			<input type="checkbox"/>
13. His/her ability and willingness to put in hard work			<input type="checkbox"/>
14. In what ways do you consider the student to be valuable to the organization?			<input type="checkbox"/>
Consider the student's value in term of:			
(a) Qualification			
(b) Skills and abilities			
(c) Activities/ Roles performed			
15. Punctuality			<input type="checkbox"/>

Any other comments \_\_\_\_\_.

### Assessor's overall rating

Assessor's Name:

Designation:

Organization name and address:

Email id:

Contact No:

## STUDENT'S DECLARATION

This is to certify that I have completed the project titled "....."  
....."  
under the guidance of "....."

Submitted in partial fulfillment of the requirement for the award of the degree of "Master of Business Administration" to Guru Gobind Singh Indraprastha University, Delhi through "Tecnia Institute of Advanced Studies, New Delhi". I submit that this is an original work and I have not submitted it earlier elsewhere. It's duly authenticated as per University Grants Commission, Notification No. F. 1-18/2010(CPP-II), Dated 23rd July, 2018 (Promotion Of Academic Integrity And Prevention Of Plagiarism In Higher Educational Institutions) Regulations, 2018, New Delhi;

**Student's Signature**

**Enrollment No.**



**TECNIA INSTITUTE OF ADVANCED STUDIES**

**NAAC ACCREDITED GRADE "A" INSTITUTE**

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University  
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**INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085**

Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



### To Whom It May Concern

I \_\_\_\_\_, Enrolment No. \_\_\_\_\_  
from BA(J&MC)-III Sem, \_\_\_\_\_ Shift of the Tecnia Institute of Advanced Studies, Delhi  
hereby declare that Course Code MS-201; Course: Summer Training Report  
Titled \_\_\_\_\_

at \_\_\_\_\_ is an original work and the same has not been  
submitted to any other Institute for the award of any other degree. A presentation of the  
Summer Training Report was made on \_\_\_\_\_ and the suggestions are  
duly incorporated as approved; by the student duly endorsed by faculty guide were  
submitted in partial fulfillment of the requirement for the award of the degree of "Master of  
Business Administration" to Guru Gobind Singh Indraprastha University, Delhi through  
"Tecnia Institute of Advanced Studies, New Delhi". The above work is duly authenticated as  
per University Grants Commission, Notification No. F. 1-18/2010(CPP-II), Dated 23rd July,  
2018 (Promotion Of Academic Integrity And Prevention Of Plagiarism In Higher Educational  
Institutions) Regulations, 2018, New Delhi;

Date:

Signature of the Student

Certified that the work Summer Training Report submitted in partial fulfillment of Master of  
Business Administration (BA(J&MC)) to be awarded by G.G.S.I.P. University, Delhi by  
\_\_\_\_\_, Enrolment No. \_\_\_\_\_ is Satisfactory and has  
been completed under my guidance, is fit as per UGC Academic Integrity regulation 2018.

Signature of the Guide

Date:

Name of the Guide:

Designation :



## ACKNOWLEDGEMENT

With due respect, I would like to show my immense gratitude towards respected Dr. Ajay Kumar Sir, Director TIAS, who gave me opportunity to be a part of such a Prestigious Institute (Tecnia institute of Advanced Studies, Delhi). I confess without him could not have done half the justice to the report.

Next I would like to thank, ..... (HoD, BA(J&MC) Department), who told the details of project and advised on many issues related to project writing. In this context I have to mention another name ..... (Project Guide, TIAS), for his guidance and constant supervision as well as for providing the necessary information about the project and helped me at all stages in the process of making this report. He encouraged and solved my problems, without him I could not have taken the right decision.

My heartiest appreciations also go to my friends in developing the project and people who have willingly helped me out with their abilities.

I would like to express my gratitude towards my parents their kind co-operation and encouragement which help me in completion of this project.

Student Signature  
BA(J&MC)  
(Enrollment No.)

**The format of Contents is as follows:**

**CONTENTS**

Certificates

Acknowledgement

Executive Summary

Chapter I: Introduction

Chapter II: Job Prospective & Relevance Of Training

Chapter III: Job Specific Analysis

Chapter IV: Learning Summary & Conclusion

References/ Bibliography

Appendices

- List of Tables

- List of Figures

## REFERENCES/BIBLIOGRAPHY

*Guidelines: Based on American Psychological Association (APA) Style Manual:*

1. Manuscripts must be typed on one side of the page in 12-point font on A-4 size STR in double-space, with the margins of 1.5 inches on all sides to facilitate editing and styling. All text, including abstract, quotations, notes and references should be typed in double-space.
2. The page number must be on all pages of the STR, including the title page. Use Arabic numerals and position the page number one inch from the right hand edge of the STR, in the space between the top edge of the STR and the first line of text.
3. The title of the STR must be typed in upper and lower case letters, and is centered between the left and right margins and positioned in the upper half of the page. If the title is two or more lines in length, double-space between the lines.
4. The manuscript must include a reference list at the end, which list the articles, books, etc. cite in the STR. The reference list must be double-spaced, and in alphabetical order.
5. The manuscript should be sent along with a cover page containing article title, author's name, designation, official address, contact address, phones, fax numbers, and e-mail address. Details of the author's name and other information **should not** appear elsewhere in the manuscript.
6. The cover letter should indicate the title, the names, addresses, phone, fax numbers and e-mail addresses of two or three relevant reviewers for your STR. These may or may not be considered by the Editorial Advisory Board.
7. Articles should not ordinarily exceed 5000 words exclusive of charts, tables and other graphics. Present each figure and table on a separate sheet of STR, gathering them together at the end of the article. Use short and crisp titles and headings in tables and figures. Include a mention of each figure or table in the text itself in the margin where the figure or table should go.
8. Abstract (between 150-200 words) outlining the purpose, scope and conclusions of the STR. No abstracts are required for review essays or case studies.
9. Quotes should be cited accurately from the original source, should not be edited and should give the page numbers of the original publication.
10. Notes should be numbered serially and presented at the end of the article.
11. No stop after abbreviations (ISO, USA, BBS, BA(J&MC) etc.) Use stop after initials (B.P. Singh).
12. Only those book reviews will be accepted that pertain to Business Management or allied disciplines. The book review must contain the title of the book, author's name, publisher's name, year of publication, price, ISBN etc. The review should not normally exceed 2000 words.

### **13. (A) Rules for citing the books on the reference list.**

- a) Use the author's surname and initial(s) only. Do not use first names, degrees, and the like.
- b) Cite all authors listed for the book in the order they are listed.
- c) Follow the author's name with the year of publication. Year of publication will be in parentheses.
- d) The title of the book is next and it is italicized. Only the first word in the title or any proper name should be in upper case.
- e) The place of publication follows.
- f) The publisher of the book is listed last followed by a period ( . ).

- g) Space must be after periods that separate the parts of the citation and after the periods of the initials in personal names.
- h) Often, no single example from the manual will fit your citation exactly; in that case follow the closest example possible or combine appropriate elements from two examples.
- i) In edited books, pagination should be mentioned in parenthesis immediately after the title of the book.

**References: Books (Citation)**

Zeithaml, V.A., Parasuraman, A. & Berry, L.L. (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*: p.18. New York: The Free Press.

**Edited Book**

Harrington, D.M. (1990). The Ecology of Human Creativity: A psychological perspective. In Runco, M.A., & Albert, R.S., (Eds). *Theories of creativity* (pp. 143-169). Newbury Park, CA: Sage.

**Book by a Corporate Author**

Committee of Public Finance. (1979). *Public finance*. New York: Pitman.

**13 (B) Rules for citing the periodical articles on the reference list.**

The Reference section appears at the end of the STR and lists all the research materials, which have been used.

- a) Use the author's surname and initial(s) only. Do not use first names, degrees, and the like.
- b) Cite all authors in the Reference list in the order they are listed with the source.
- c) Following the author information, give the date of publication in parentheses.
- d) For weekly and daily periodical/magazines such as newsSTRs and popular magazines, cite the year, month and day.
- e) For monthly article/magazine, cite the year and the month.
- f) For the professional journals, cite only the year.
- g) The title of the article follows. Only the first letter of the first word of the title or subtitle or any proper name appearing in the title should be in upper case.
- h) The title of the journal (in italic) comes next, followed by the volume number, and if appropriate, the issue number.
- i) If the journal uses continuous pagination, i.e., it runs page numbers throughout a year or volume; no reference to an issue number is needed. In that case, the title of the journal is italicized, as well as the volume number.
- j) If the journal is re-paged issue by issue, i.e., each issue has a page number 1, then the issue number must follow the volume number. The issue number is in parentheses but is not italicized.
- k) The next part of the citation is the pagination. The page designation p is not used except when citing newspaper articles.
- l) If the journal is from an electronic database, retrieval information must be included which states the date of retrieval and the proper time of the database.
- m) For more than one publication in one year by the same author, use small lower case letter to distinguish them.

**References: Articles (Citation)**

*Weekly Magazine/Article:*

Singh, N. and Srinivasan T.N. (2005, May 21-27). Foreign Capital, Deficits and Growth. *Economic and Political Weekly*, XL, (21), 2196-2197.

*Monthly Magazine/Article:*

Gupta, K. (2005, May). Durables: On a Fast Track. *Pitch 11*(8), 42-50.

Professional Journal (continuous pagination)

Taylor, M.A. & Callahan, J.L. (2005). Bringing creativity into being: Underlying assumptions that influence methods of studying organizational creativity. *Advances in Developing Human Resources*, 7, 247-270.

(Re-paged issue)

Prasad, T. (2005). Mandi: A Field Sales Campaign for Teaching Personal Selling Skills through Experiential Approach. *IIMB Management Review Advances in Developing Human Resources*, 17(1), 87-94.

TECHNICAL

### **13 (C) Other References (Citation)**

News paper article

Maira, A. (2005, February 25). Putting humanity into capitalism. *The Economic Times*. P.16.

Computer Software

Soldan, T.J. & Spain J.D. (1984). Population growth [Computer software]. City, state (2 letters): Conduit.

Electronic Database

U.S. Department of Labor (1991). What work requires of schools. Retrieved August 15, 24, from <http://wdr.doleta.gov/SCANS/whatwork/whatwork.pdf>

Paper Presentation

McCollum, E.E. & Callahan, L.L. (22, November). *The narrative assessment interview: The use of a psychoanalytic tool to evaluate a leadership development program*. STR presented at the American Evaluation Association Conference, Washington, DC.

*Ph.D. Thesis*

Antony, D. (2005) "*Human Resource Development Practices and their impact on Organizational Effectiveness (A Study of Selected Industrial Organizations)*", Ph.D. Thesis, University of Delhi, Delhi.

#### **Examples are given below:**

1. India today, "The Melt down: End of good times", Oct 27, 2008.
2. James M, Kaplan; and et.al., "Managing it in a Down Turn: Beyond Cost Cutting", Indian Management, vol.47 issue 11, Nov 08.
3. "How to Save Your Job in Recession", Harvard Business Review, September 08.
4. <http://www.ibm.com/in> ( Date of visit with complete address)
5. <http://www.intel.com/india> ( Date of visit with complete address)