

# **Study Scheme & Syllabus of Bachelor of Business Administration (BBA)**

**Batch 2026 onwards**



**University Main Campus, Constituent Campuses and  
Affiliated Colleges**

**Department of Academics  
I.K. Gujral Punjab Technical University**

**Courses & Examination Scheme:**
**Credit Distribution**

| Semester   | Core Courses  |                    |               | Elective Courses |                 |               | Total Credits |
|------------|---------------|--------------------|---------------|------------------|-----------------|---------------|---------------|
|            | No. of Papers | Credits (L+T/P)    | Total Credits | No. of Papers    | Credits (L+T/P) | Total Credits |               |
| <b>I</b>   | 3             | 6                  | 18            | -                | -               | -             | 25            |
|            | 4             | 1                  | 4             | -                | -               | -             |               |
|            | 1             | 3                  | 3             | -                | -               | -             |               |
| <b>II</b>  | 3             | 6                  | 18            | -                | -               | -             | 23            |
|            | 2             | 2                  | 4             | -                | -               | -             |               |
|            | 1             | 1                  | 1             | -                | -               | -             |               |
|            | 1             | Non-Credit (1L+2P) | 0             | -                | -               | -             |               |
| <b>III</b> | 4             | 6                  | 24            | -                | -               | -             | 29            |
|            | 2             | 2                  | 4             | -                | -               | -             |               |
|            | 1             | 1                  | 1             | -                | -               | -             |               |

**First Semester**

| Course Code | Course Type                                  | Course Title                                                | Load Allocations |   |   | Marks Distribution |          | Total Marks | Credits |
|-------------|----------------------------------------------|-------------------------------------------------------------|------------------|---|---|--------------------|----------|-------------|---------|
|             |                                              |                                                             | L                | T | P | Internal           | External |             |         |
| BBA 101-18  | Core Course                                  | Principles and Practices of Management                      | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BBA 102-18  | Core Course                                  | Basic Accounting                                            | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BBAGE101-18 | Core Course                                  | Managerial Economics I                                      | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BTHU103/18  | Ability Enhancement Compulsory Course (AECC) | English                                                     | 1                | 0 | 0 | 40                 | 60       | 100         | 1       |
| BTHU104/18  | Ability Enhancement Compulsory Course (AECC) | English Practical/Laboratory                                | 0                | 0 | 2 | 30                 | 20       | 50          | 1       |
| HVPE101-18  | Ability Enhancement Compulsory Course (AECC) | Human Values, De-addiction and Traffic Rules                | 3                | 0 | 0 | 40                 | 60       | 100         | 3       |
| HVPE102-18  | Ability Enhancement Compulsory Course (AECC) | Human Values, De-addiction and Traffic Rules (Lab/ Seminar) | 0                | 0 | 2 | 25                 | --       | 25          | 1       |
| BMPD102-18  | Core Course                                  | Mentoring and Professional Development                      | 0                | 0 | 2 | 25                 | --       | 25          | 1       |
|             | TOTAL                                        |                                                             | 19               | 3 | 6 | 280                | 320      | 600         | 25      |

**Note:** One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

### Second Semester

| Course Code | Course Type                                  | Course Title                                      | Load Allocations |   |   | Marks Distribution |          | Total Marks | Credits |
|-------------|----------------------------------------------|---------------------------------------------------|------------------|---|---|--------------------|----------|-------------|---------|
|             |                                              |                                                   | L                | T | P | Internal           | External |             |         |
| BBA 201-18  | Core Course                                  | Business Statistics                               | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BBA 202-18  | Core Course                                  | Business Environment                              | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BBAGE201-18 | Core Course                                  | Managerial Economics II                           | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| EMC-101-25  | Core Course                                  | Entrepreneurship Setup and Launch                 | 0                | 0 | 4 | 60                 | 40       | 100         | 2       |
| EVS102-18   | Ability Enhancement Compulsory Course (AECC) | Environment Studies                               | 2                | 0 | 0 | 40                 | 60       | 100         | 2       |
| BMPD202-18  | Core Course                                  | Mentoring and Professional Development            | 0                | 0 | 2 | 25                 | --       | 25          | 1       |
| UGDM-101-26 | Skill Enhancement Course                     | Disaster Management and Preparedness (Non-Credit) | 1                | 0 | 2 | 50                 | 50       | 100         | S/US    |
|             | TOTAL                                        |                                                   | 18               | 3 | 8 | 295                | 330      | 625         | 23      |

### Third Semester

| Course Code   | Course Type              | Course Title                           | Load Allocations |   |   | Marks Distribution |          | Total Marks | Credits |
|---------------|--------------------------|----------------------------------------|------------------|---|---|--------------------|----------|-------------|---------|
|               |                          |                                        | L                | T | P | Internal           | External |             |         |
| BBA301-18     | Core Course              | Organizational Behaviour               | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BBA 302-18    | Core Course              | Marketing Management                   | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BBA 303-18    | Core Course              | Cost & Management Accounting           | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BBAGE 301-18  | Core Course              | Production and Operation Management    | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BBASEC 301-18 | Skill Enhancement Course | IT tools for Business                  | 2                | 0 | 0 | 40                 | 60       | 100         | 2       |
| EMC-102-25    | Core Course              | Entrepreneurship (Marketing Basics)    | 0                | 0 | 4 | 60                 | 40       | 100         | 2       |
| BMPD302-18    | Core Course              | Mentoring and Professional Development | 0                | 0 | 2 | 25                 | --       | 25          | 1       |
|               | TOTAL                    |                                        | 22               | 4 | 6 | 285                | 340      | 625         | 29      |

### **Program Educational Objectives (PEOs)**

**PEO1:** Graduates will develop expertise in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.

**PEO2:** Graduates will develop competencies in qualitative and quantitative techniques to analyse the business data.

**PEO3:** Graduates will develop an understanding of economic, legal and social environment of Indian business.

**PEO4:** Graduates will develop responsiveness to social issues and will be able to identify business solutions to address the same. They will also be able to understand the issues of business ethics.

### **Program Outcomes (POs)**

At the end of the program, the student will be able to:

**PO1:** Evaluate and describe contextual forces (macro and micro both) in business environment and identify their impact on business operations.

**PO2:** Recognise and apply various qualitative, technical and analytical methods in solving business problems.

**PO3:** Communicate effectively in various business settings both in written and oral formats.

**PO4:** Explain the responsibility of business towards development of society. Students will also be able to distinguish between ethical and unethical behaviours.

**PO5:** Develop strategies for effective functioning of functional areas such as marketing, strategy, finance and operations.

**PO6:** Apply the entrepreneurial and managerial skills for effective business management.

### **Program Specific Outcomes (PSOs)**

At the end of the program, the student will be able to:

**PSO1:** Make use of managerial expertise and practical skills to effectively analyze and address business challenges across various business sectors.

**PSO2:** Develop analytical skills, quantitative skills, and critical thinking to make informed business decisions.

**PSO3:** Embrace creativity, technological integration, and entrepreneurial skills to design and implement viable business solutions in a dynamic environment.

**PSO4:** Foster business ethics and sustainable thinking to guide decision-making at both professional and organizational levels.



## **BBA 101-18 Principles and Practices of Management**

**Course objective:** the course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. And to facilitate the students in appreciating need/significance and applications of various managerial functions.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Describe fundamental concepts, nature and principles of Management.

**CO2:** Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.

**CO3:** Develop analytical abilities to face the business situations.

**CO4:** Apply various tools that would facilitate the decision making process in the business.

**CO5:** Develop peer based learning and working in groups and teams.

### **Unit – I**

**Management:** Meaning, definitions, nature and scope, functions of management. Managerial roles and skills. Forms of different organizations: sole proprietorship, partnership and Joint Stock Company.

**Evolution of management thoughts:** classical and new classical systems, contingency approaches, Scientific management.

### **Unit – II**

**Planning:** nature, purpose and functions, types of plan, Management by Objective (MBO), steps in planning.

**Decision Making:** Meaning, Steps in Decision Making, Techniques of Decision Making.

**Strategic planning** – concepts, process, importance and limitations; Growth strategies- Internal and external.

### **Unit – III**

**Organizing:** Concept, formal and informal organizations, task force, bases of departmentation, different forms of organizational structures, avoiding organizational inflexibility. Teamwork – meaning, types and stages of team building.

**Concept of staffing-** Recruitment and Selection.

**Motivation** – concept, importance and theories.

## **Unit –IV**

**Authority:** definition, types, responsibility and accountability, delegation, decentralization v/s centralization, determinants of effective decentralization. Line and staff authority.

**Control:** function, process and types of control, nature, process, significance and span of control. Direct control v/s preventive control.

Trends and challenges of management in global scenario, emerging issues in management: Introduction to Total Quality Management (TQM), Just in Time (JIT).

### **Suggested Textbooks:**

- Principles and practices of management: L. M. PRASAD (S. Chand publishers)
- Essentials of Management: Koontz H. & Weihrich H. (Tata Mc Graw Hill Publishers)

### **Suggested Reference books**

- Management: Stephen Robbins (Pearson publishers)
- VSP Rao & V H Krishna, Management, Excel books

## **BBA 102-18 Basic Accounting**

**Course Objective:** This course aims to acquaint students with foundation of financial accountancy and its application in business. It also aims to familiarize students with regulatory framework of accounting in India.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** To understand the basic underlying concepts, principles and conventions of accounting.

**CO2:** To identify the rules of debit and credit in accounting.

**CO3:** To get an overview of the regulatory framework of accounting in India.

**CO4:** To prepare trading, profit & loss and balance sheet of a firm.

**CO5:** To comprehend the concept of depreciation and different methods to treat depreciation in accounting.

### **Unit I**

**Introduction to Accounting-** Meaning, objectives and Scope of **Financial Accounting**, Concept of Book Keeping, Basic Accounting terms, users of accounting information, limitations of Financial Accounting. **Accounting Concepts and Conventions.**

**Accounting Standards-** Concept, objectives, benefits, brief review of Accounting Standards in India.

### **Unit II**

**The Accounting Equation;** Types and Nature of Accounts, Rules of Debit and Credit; **Accounting process:** Recording Transactions in Journal; Preparation of Ledger Accounts, Subsidiary Books; Preparation of Trial Balance.

### **Unit III**

Bank Reconciliation Statement, Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM). **Preparation of Final Accounts:** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

## **Unit IV**

**Introduction to Company Final Accounts:** Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

**Computerised Accounting:** Computers and its application in accounting. Accounting software packages

### **Suggested Readings:**

1. Maheshwari, S.N. and Maheshwari, S.K., “Financial Accounting”, 2009, Vikas Publishing House, New Delhi.
2. Mukherjee, A. and Hanif, M., “Financial Accounting”, 1st Edition, 2003, Tata McGraw Hill.
3. Ramchandran, N. and Kakani, R.K., “Financial Accounting for Management”, 2nd Edition, 2007, Tata McGraw Hill.
4. Tulsian, P.C., Financial Accounting,
5. Horngren, Charles T., Sundem, Gert I, Elliot, John A. Philbrick, Donna R., “Introduction to Financial Accounting”, Prentice Hall, New Delhi.
6. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective”, Pearson Education, New Delhi.
7. Khatri, Dhanesh, “Financial Accounting” Tata McGraw-Hill, New Delhi.

## **BBAGE101-18 Managerial Economics I**

**Course Objective:** The primary objective of this course is to equip students with the necessary economic concepts, principles, theory and techniques and enhance their managerial decision making to address business problems in a globalized economic environment

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.

**CO2:** Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.

**CO3:** Understand and estimate production function and Law of Diminishing Marginal Utility.

**CO4:** Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.

**CO5:** Understand the different costs of production and how they affect short and long run decisions.

### **Unit-I**

**Introduction to Managerial Economics:** Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

**Demand and the Firm:** Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product. **Indifference Curve Analysis:** Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory

### **Unit-II**

**Production Function:** Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

**Theory of Cost:** Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function

### Unit-III

**Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

**Market Structure:** Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.

### Unit-IV

**Pricing:** Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices

**Factor Pricing:** Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.

**Note:** Relevant Case Studies will be discussed in class.

#### **Suggested Readings/ Books:**

- K.K .Dewett, *Modern Economic Theory*, S. Chand Publication
- D.M.Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, TataMcGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- D.N.Dwivedi, *Managerial Economic*, Vikas Publications
- Froeb, *Managerial Economics*, Cengage Learning
- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi.
- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,

- Mehta, P. L, Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons, Delhi.
- Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, Macro Economics, Galgotia Publications.
- H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, Managerial Economics, Tata McGraw Hill.

**AECC**  
**BTHU103/18 English**

**Course Outcomes:**

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Detailed Contents:**

**Unit1- 1 (Introduction)**

- Theory of Communication
- Types and modes of Communication

**Unit- 2 (Language of Communication)**

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

**Unit-3 (Reading and Understanding)**

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation (from Hindi/Punjabi to English and vice-versa)

**OR**

- Precis writing /Paraphrasing **(for International Students)**
- Literary/Knowledge Texts

**Unit-4 (Writing Skills)**

- Documenting
- Report Writing
- Making notes
- Letter writing



**Recommended Readings:**

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul,  
Dr. Brati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.

## **BTHU104/18 English Practical/Laboratory**

### **Course Outcomes:**

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

### **Interactive practice sessions in Language Lab on Oral Communication**

- Listening Comprehension
- Self Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

### **Recommended Readings:**

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

### **Course Objective**

This introductory course input is intended

- a. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

### **Course Methodology**

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

### **Content for Lectures:**

#### **Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education [6]**

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration-what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

## **Module 2: Understanding Harmony in the Human Being - Harmony in Myself! [6]**

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*
  - Practice Exercises and Case Studies will be taken up in Practice Sessions.

## **Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship [6]**

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*;  
Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family!
  - Practice Exercises and Case Studies will be taken up in Practice Sessions.

## **Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence [4]**

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence
  - Practice Exercises and Case Studies will be taken up in Practice Sessions.

## **Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics [6]**

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
  - a) Ability to utilize the professional competence for augmenting universal human order,

- b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
  - c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- 27. Case studies of typical holistic technologies, management models and production systems
- 28. Strategy for transition from the present state to Universal Human Order:
  - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
  - b) At the level of society: as mutually enriching institutions and organizations

### **Text Book**

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

### **Reference Books**

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Purblishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

### **Relevant CDs, Movies, Documentaries & Other Literature:**

1. Value Education website, <http://uhv.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

## **AECC**

### **HVPE102-18 Human Values, De-addiction and Traffic Rules (Lab/Seminar)**

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar atleast once during the semester. It will be binding for all the students to attend the seminar.

## **BMPD102-18 Mentoring and Professional Development**

### **Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.  
For achieving the above, suggestive list of activities to be conducted are:

#### **Part – A (Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

#### **Part – B (Outdoor Activities)**

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B.  
Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

## **BBA 201-18 Business Statistics**

**Course Objective:** The objective of the course on Business Statistics is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for taking decisions related to every aspect of business.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values.

**CO2:** To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.

**CO3:** To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

**CO4:** To understand the concept of correlation regression analysis and their applications.

**CO5:** To apply the learnt techniques in statistical testing and their applications.

### **Unit I**

**Introduction to Statistics:** Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

Data Collection: Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.

**Sampling Concepts:** Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systematic Sampling, Judgement Sampling and Convenience Sampling.

### **Unit II**

**Measures of Central Tendency:** Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

**Measures of Variation:** Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.

**Sampling Distribution:** Concept of Sampling Distribution, Formulation of Sampling Distribution of Mean and Sampling distribution of standard deviation/Variance.

### **Unit III**

**Simple Correlation Analysis:** Meaning of Correlation, Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient and Rank Correlation.



**Simple Regression Analysis:** Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

#### **Unit IV**

**Theory of Probability:** Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

**Probability Distribution:** Binomial Distribution: Probability Distribution function, Constants, Shape, Fitting of Binomial Distribution, Poission Distribution: Probability Function (including Poission approximation to binomial distribution) Constants, Fitting of Poission Distribution, Normal Distribution: Probability Distribution Function, Properties of Normal Curve, Calculation of Probabilities.

#### **Suggested Readings:**

1. Levin, Richard and David S. Rubin. "*Statistics for Management*". Prentice Hall of India, New Delhi.
2. Chandan, J.S., "*Statistics for Business and Economics*", Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair, R. M. Jr., "*Quantitative Analysis for Management*", Prentice–Hall of India, New Delhi.
4. Gupta C B, Gupta V, "*An Introduction to Statistical Methods*", Vikas Publications.
5. Siegel, Andrew F, *Practical Business Statistics*. International Edition, McGraw Hill
6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course*, Pearson Education.

## **BBA 202-18 Business Environment**

**Course Objective:** The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** To identify and evaluate the complexities of business environment and their impact on the business.

**CO2:** To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country.

**CO3:** To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

**CO4:** To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

**CO5:** To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.

### **Unit I**

**Introduction to Business Environment:** Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. **Economic Environment of Business:** Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.

### **Unit II**

**Political and Legal Environment of Business:** Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

### **Unit III**

**Socio- Cultural Environment:** Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. **Public Sector**-Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.

### **Unit IV**

**International Business Environment:** Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages. WTO, Consequences of WTO for India. IMF. Regional Groupings.

### **SUGGESTED READINGS:**

- Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises - Himalya Publishing House(13<sup>th</sup> Revised Edition-2016)

- Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya Publishing House Pvt. Ltd.(20<sup>th</sup> Edition-2011)
- Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India) Private Limited.(4<sup>th</sup> Revised Edition-2018)
- Ramachandara, Archana and Ravi-Business Environment. Himalya Publishing House Pvt. Ltd.(New Edition-2017)
- Sheikh, Saleem and Sahu Jayadev, Business Environment, Pearson.

## BBAGE201-18 Managerial Economics II

**Course Objective:** This course aims to acquaint students with economy as a whole including measurement of national income, inflation and unemployment, with the objective to inculcate understanding of macroeconomic environment of an economy for better decision making.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Explain the concept of national income and its measurement using different approaches.

**CO2:** Describe the underlying theories of demand and supply of money in an economy.

**CO3:** Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.

**CO4:** Interpret macroeconomic issues like money, inflation and unemployment.

**CO5:** Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.

### Unit I

**National Income:** Measuring National Income. Problems in the measurement of National Income. **Theories of Money:** Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money – Classical theories of demand for money – Friedman's re-statement of Quantity Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining supply of money; Measuring supply of money.

### Unit II

**Theories of Inflation and Unemployment:** Meaning, Types and Theories of Inflation. - Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation, Meaning and types of unemployment. - Cost of unemployment and Oakun's Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.

### Unit III

**Business cycle:** Meaning, types and phases. **Monetary, Fiscal and Income policy** – Meaning and instruments. **Multiplier:** Concept, Features and Leakages. Foreign trade multiplier.

### Unit IV

**Macro-economic Framework in Indian Economy**—Public Finance—Tax system in India—Financial Administration: Finance Commission.

### SUGGESTED READINGS:

1. Ahuja, H.L. (2015) *Macroeconomics-Theory and Policy*. New Delhi: Sultan Chand.
2. Jhingan, M.L. (2016) *Macro Economic Theory*. Delhi: Vrinda Publications Pvt. Ltd
3. Dwivedi, D.N. (2017) *Macroeconomics: Theory and Practice: Theory & Practice*. New Delhi: McGraw Hill.
4. Jain, T.R., Khanna, O.P. (2014) *Managerial Economics*: V.K. Publications
5. Dewett, K.K., Navalur, M.H., (2006) *Modern Economic Theory*: New Delhi: Sultan Chand.

|                                          |          |          |          |
|------------------------------------------|----------|----------|----------|
| <b>EMC-101-25</b>                        | <b>L</b> | <b>T</b> | <b>P</b> |
| <b>Entrepreneurship Setup and Launch</b> | <b>0</b> | <b>0</b> | <b>4</b> |

### Introduction:

This semester lays the foundation for the learner to understand what entrepreneurship is, beyond just starting a business. It introduces key ideas like problem-solving, value creation, and self-awareness. The learner will begin exploring basic business concepts while discovering their own interests and strengths.

### Learners Objective:

1. Understand the core concepts of entrepreneurship through relatable, real-life examples.
2. Begin to see themselves as problem-solvers and creators.
3. Learn about business paths and choose one to try based on interest or local fit.
4. Launch a micro-hustle (online or offline) to earn their first income.
5. Build confidence and self-belief by doing.

**Outcome:** By the end of this semester, learners will start a simple business activity, earn their first income, and build belief in their ability to do business.

### Guiding Principles/Approach:

This syllabus is built on principles of **experiential learning**, **growth mindset development**, and **identity-first learning**. Drawing from learning science and behavior design, the course shifts students from passive learning to *active doing*, where they try out small business activities in real contexts. The design helps students not just learn entrepreneurship but begin to see themselves as entrepreneurs. Emphasis is placed on *small wins*, *peer collaboration*, and *locally relevant opportunities* to ensure learning feels achievable and connected to their realities. The curriculum focuses on conceptual understanding without heavy theory, combining *practical action*, *reflection*, and *collaboration*. *By making progress visible and success feel possible, it plants the seeds of self-reliance, initiative, and long-term motivation.*

### Semester Syllabus:

**Format:** 12 weeks, 4 hours/week | 2 credits

**Revenue Target:** ₹10,000

| Week | Learning Goal                                                                   | Measurable Outcome                                                                                                     |
|------|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| 1    | Understand what entrepreneurship is and who can be an entrepreneur              | Students define entrepreneurship in their own words and list 2 entrepreneurs from their local area or community        |
| 2    | Connect personal identity to entrepreneurship (strengths, interests, struggles) | Students create a “value map” showing how a skill/interest/problem from their life could become a business opportunity |

|    |                                                                                                                            |                                                                                                                            |
|----|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| 3  | Learn about 5 business paths: content creation, drop-shipping, cloud kitchen/food business, gig economy and local services | Students explore 1–2 examples from each domain and share one they’re most curious to try and why                           |
| 4  | Choose a path and generate a basic business idea                                                                           | Students write down a clear offer (what, for whom, why) and one way to reach their customer                                |
| 5  | Take first real action: message, post, pitch, or sell                                                                      | Students reach out to or serve 1 real potential customer and record what happened                                          |
| 6  | Reflect on first attempt and share with peers                                                                              | Students share their result, a challenge faced, and one idea to improve next time                                          |
| 7  | Improve and try again: aim for first ₹100                                                                                  | Students apply a change, try again, and aim to make their first ₹100 or get meaningful response                            |
| 8  | Learn how to identify and understand your target customer                                                                  | Students talk to 2 potential customers or observe them and list 3 insights about their needs                               |
| 9  | Learn how to serve your target audience better                                                                             | Students improve one part of their offer (product, delivery, messaging, or interaction) based on customer feedback or need |
| 10 | Explore core entrepreneurial values (resilience, honesty, effort)                                                          | Students reflect on 1 value they’re building and show it in a business task or peer story                                  |
| 11 | Focus on earning and staying consistent                                                                                    | Students complete a second earning task and track their consistency (e.g., same product or message for 3 days)             |
| 12 | Reflect on earnings, grit, and how to keep going                                                                           | Students record total earnings, one resilience moment, and one support system or habit they’ll continue with               |

### Weekly Component:

| Component       | Duration   | Description                                                                                                                                                                                                                                  |
|-----------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Learning Module | ~1.5 hrs   | <ul style="list-style-type: none"> <li>- Introduces key concepts in a simple and engaging way</li> <li>- Includes, examples, and 1–2 interactive discussions or quizzes</li> </ul>                                                           |
| Action Lab      | ~2 hrs     | <ul style="list-style-type: none"> <li>- Hands-on task on the weekly concept</li> <li>- Includes step-by-step guidance, templates, and worksheets</li> <li>- Ends with a submission (e.g., video, reflection, or proof of action)</li> </ul> |
| Resources       | Self-paced | <ul style="list-style-type: none"> <li>- Supplementary videos, short readings, real- life stories, and tools to deepen understanding at their own pace</li> </ul>                                                                            |

## Evaluation Criteria

| Evaluation Component   | Description                                                                                                 | Weightage |
|------------------------|-------------------------------------------------------------------------------------------------------------|-----------|
| Weekly Task Completion | Timely submission of weekly tasks including reflections, activities, quizzes etc.                           | 40%       |
| Target Completion      | Performance-based evaluation on hitting <b>revenue or profit targets</b> (e.g., generating ₹10,000 revenue) | 30%       |
| Final Project          | A comprehensive project based on the semester's theme                                                       | 30%       |

## Week 1: What is Entrepreneurship? Who Can Be an entrepreneur?

### INTRODUCTION: Could *You* Be an entrepreneur?

When people hear “entrepreneur,” they often think it means having a company, investors, or an MBA. Some even believe it's only for toppers or those with high grades. But entrepreneurship is more about mindset than qualifications: it's about seeing a problem and doing something about it. Like someone who starts selling snacks because their school canteen is always shut, or a friend who fixes broken chargers for others. If you've ever spotted a need and thought, “I can solve this,” - you’ve already taken your first step.

### Component 1: Learning Module (~1.5 hours) Unit 1:

#### What is Entrepreneurship?

1. *Solving problems or creating value in exchange for money.*
2. Entrepreneurship is not just about starting a company: it's about initiative, resourcefulness, and value creation.
3. Different types of entrepreneurs: small shop owners, street vendors, YouTubers, local tailors, mechanics, and more.
4. Entrepreneurs build opportunities instead of waiting for them.

#### Simple Slide/Visual Aid Tip:

A circle that says "Problem", an arrow pointing to "Solution", then an arrow to "Earn". That's entrepreneurship.

<A video that visually shows how entrepreneurship starts with spotting a problem (e.g., long food lines), creating a solution (e.g., pre-order lunch service), and earning from it: illustrating the simple flow: Problem → Solution → Earn>

### MCQ 1

**Q:** What best describes entrepreneurship?

- A. Getting a job in a company
- B. Solving problems for others and earning from it ☒
- C. Studying business in college
- D. Buying expensive things

#### Feedback:

1. *Correct! Entrepreneurs solve problems or offer value and get paid for it.*
2. *Not quite! Entrepreneurship is about creating something useful, not just getting a job or studying.*



## Unit 2: Who Can Be an entrepreneur?

Entrepreneurship starts with spotting a problem, finding a solution, and creating value. Today, anyone with a phone and an internet connection can start a business: money helps, but mindset and initiative matter more at the start.

You just need:

1. A problem to solve
2. A simple skill or product
3. The courage to start small

### Examples Carousel (Swipeable cards)

1. **Pooja (India)** – Sells handmade rakhis on Instagram, learned designing on YouTube.  
*Problem she saw: Expensive or generic rakhis in the market; no personal touch.*
2. **Luis (Mexico)** – Repairs used phones in his garage, now has loyal customers.  
*Problem he saw: Many people couldn't afford new phones or didn't trust local repair shops.*
3. **Sana (Kolkata)** – Started tiffin delivery from her home kitchen, now earns ₹500/day.  
*Problem she saw: Office workers struggled to find affordable, homemade meals.*
4. **Sal Khan (USA)** – Started Khan Academy with YouTube lessons to help his cousin.  
*Problem he saw: His cousin needed help with math, but good learning resources were hard to access.*

### MCQ

**Q:** Which of these can be a form of entrepreneurship?

- A. Making reels on skincare tips and selling homemade face packs 
- B. Buying new clothes from malls
- C. Studying engineering
- D. Playing games without sharing or streaming

**Feedback:**

1. *Correct! Sharing useful tips + selling a product = solving a need!*
2. *Try again! Entrepreneurship is about creating value and helping others.*

### Reflection Prompt

1. If you had to earn ₹100 this week, what would you do?

### Component 2: Action Lab (~2 hours) Task

#### Find & Learn from 2 Entrepreneurs Near You

#### Steps (Checklist):

1. Look around your neighborhood or online: find 2 people who earn through their own work
2. Ask or observe:
  - a) What do they do?
  - b) How do they earn?

- c) What makes them entrepreneurial?
3. Use the **Entrepreneur Tracker Template** (available in the resources tab)

### **Final Deliverable**

Learner submits:

1. A short definition of entrepreneurship (in their words)
2. 2 entries from the Entrepreneur Tracker (name, what they do, what learner learned)

→ Submitted in the submissions tab.

### **Supplementary Resources (Optional)**

1. [Danny O'Neill - Getting started | Entrepreneurship | Khan Academy](#)
2. [The Better India – Stories of local entrepreneurs](#)

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## Week 2: Can I Be an entrepreneur?

### INTRO – What Makes an entrepreneur?

You don't need a suit, a degree, or a lot of money to be an entrepreneur.

You need one thing: a mindset. Entrepreneurs notice problems around them: and do something about it. From the boy fixing bikes outside his house to the girl teaching dance on Instagram, they all started small. What matters most is not what you have: it's how you think and act.

### Component 1: Learning Module (~1.5 hours)

#### Unit 1: What Makes an entrepreneur?

##### Key Concepts:

1. **Entrepreneurs are driven by curiosity:** they ask questions, explore possibilities, and seek better ways to do things.
2. **They take initiative:** they act, experiment, and create using limited resources with creativity and courage
3. **They learn by doing:** embracing mistakes as stepping stones to progress.
4. **They take full ownership:** one day they're the marketer, the delivery person, and the customer support, all in one.
5. **They are resilient:** they persist through challenges, adapt to change, and keep moving forward with purpose.

##### Real-Life Examples:

1. Nithin & Nikhil Kamath (Zerodha) – Started India's largest stock brokerage without formal degrees or external funding, just deep curiosity about stock markets and a desire to simplify investing.
2. *Qualities: Took initiative early and stayed persistent through challenges.*
3. Prajakta Koli (MostlySane) – Started by making comedy sketches about everyday Indian life: family, school, relationships: and became one of India's top digital creators.
4. *Qualities: Stayed consistent, adapted over time, and built strong audience trust.*
5. Tilak Mehta (Paper n Parcels) – As a teenager, launched a courier startup using Mumbai's dabbawala network for delivery.
6. *Qualities: Thought creatively and acted with confidence at a young age.*

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## Unit 2: Start Small: Build Ideas from What You Know

In the last unit, you learned that entrepreneurs don't just have ideas: they act, solve problems, and use what they have.

But the big question now is:

“What can I offer?”

That's where the Value Map comes in. It helps you take your first step toward thinking and acting like an entrepreneur: in your own way.

### What is a Value Map?

**A Value Map connects three simple things:**

**A. What people around you need**

→ *Look around: is there something people often struggle with or something that could be better?*

**B. What you *enjoy* or are *willing to try***

→ *You don't need to be an expert. Start with small things you like doing: talking to people, fixing, organizing, helping, designing, or learning something new.*

→ *Even if you're just curious about something: that's enough to begin.*

**C. What solution you can create**

→ *Use what you enjoy or are learning to try solving a real need around you: even in a small way*

### Visuals:

3 overlapping circles:

1. “People Need”
2. “I Can”
3. “My Offer”

### Examples:

**1. People Need → Affordable meals**

I Can → Cook + have access to home kitchen My Offer → ₹40 tiffin service

**2. People Need → Study tips in Punjabi I Can → Speak clearly + love teaching**

My Offer → 3-minute video tips on Instagram

### MCQ

**Q: What's the first step to being an entrepreneur?**

- A. Waiting for the perfect idea
- B. Solving a problem with your skills 
- C. Buying a shop
- D. Studying for years

**Feedback:**

1. *Correct! Entrepreneurs start by solving small problems using what they already have.*
2. *Try again! It's not about waiting: it's about starting.*

**Reflection Prompt**

1. If someone gave you ₹500 and asked you to earn from it, what would you do?

**Component 2: Action Lab (~2 hours)****Task: Create Your Personal Value Map Steps (checklist in app):**

1. Think of 2–3 problems people face around you (hunger, phone repair, boredom, etc.)
2. List your own skills, interests, or resources.
3. Match each problem with something you could offer.
4. Use the **Value Map Template in the resources** to organize your ideas.

**Final Deliverable (Submitted in App):**

1. Your completed **Value Map** (in 3 columns: Need, Skill, Offer)
2. Highlight **1 idea** you'd like to explore for your future hustle

**Supplementary Resources (Optional)**

1. "Start with Why" by Simon Sinek
2. [10 Characteristics of Successful Entrepreneurs | Business: Explained](#)

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**AECC**  
**EVS102-18 Environment Studies**

**Course Outcomes:**

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

**UNIT-1: Introduction to Environmental Studies**

Multidisciplinary nature of Environmental Studies: Scope & Importance

Need for Public Awareness

**UNIT-2: Ecosystems**

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids

Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

**UNIT-3: Natural Resources**

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

**UNIT-4: Biodiversity & its conservation**

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red data book

## **UNIT-5: Environmental Pollution & Social Issues**

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

## **UNIT-6: Field Work**

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village

### **Suggested Readings:**

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p

17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
19. Survey of the Environment, The Hindu (M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p



## **BMPD202-18 Mentoring and Professional Development**

### **Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

#### **Part – A (Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

#### **Part – B (Outdoor Activities)**

1. Sports/NSS/NCC
2. Field Project
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

**Disaster Management and Preparedness**  
(Non-Credit Course)  
UGDM-101-26

**Model Course Curriculum (Undergraduate level – All disciplines)**  
**Credit Distribution, Eligibility and Pre-Requisites of the Course**

| Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SKILL ENHANCEMENT COURSE<br>(DISASTER RISK REDUCTION)                    | Contact hours     |                     | L                                                  | T | P* | C |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-------------------|---------------------|----------------------------------------------------|---|----|---|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                          |                   |                     | 1                                                  | 0 | 2  | 2 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                          |                   |                     |                                                    |   |    |   |
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | II                                                                       | Lecture           | Practical           | Type                                               |   |    |   |
| Course Title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Disaster Risk Reduction and Management: Skills for Safety and Resilience | 15 (1 hour/ week) | 30# (2 hours/ week) | Compulsory                                         |   |    |   |
| Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 2                                                                        |                   |                     | Undergraduate                                      |   |    |   |
| Eligibility                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 12 <sup>th</sup> Pass (recommended for I Year, II Semester)              |                   |                     |                                                    |   |    |   |
| Total Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 100                                                                      |                   |                     | (50 Marks Internal and 50 Marks end semester exam) |   |    |   |
| Course Objective:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                          |                   |                     |                                                    |   |    |   |
| To equip students with the knowledge, skills and competencies to identify, assess, mitigate disasters and design effective disaster management plans and strategies at individual, institutional and community levels, aligning with national and global frameworks.                                                                                                                                                                                                                                                                                                                                                                        |                                                                          |                   |                     |                                                    |   |    |   |
| Learning Outcome:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                          |                   |                     |                                                    |   |    |   |
| By the end of this course, students will be able to:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                          |                   |                     |                                                    |   |    |   |
| <div><div>1. <b>Identify</b> hazards, vulnerabilities and risks at individual, institutional and community levels.</div><div>2. <b>Outline</b> the legal and institutional frameworks of DRR in India and globally.</div><div>3. <b>Demonstrate</b> life-saving skills, emergency communication, disaster response and risk mitigation techniques.</div><div>4. <b>Utilize and implement</b> basic tools and technologies for risk assessment, preparedness and resilience-building.</div><div>5. <b>Prepare</b> disaster management plans and design community awareness activities, or prototypes in regional/local contexts.</div></div> |                                                                          |                   |                     |                                                    |   |    |   |
| Unit: 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Understanding Disaster Risk Reduction and Management                     |                   |                     |                                                    |   |    |   |
| <div><div>• <b>Basic concepts and terminology:</b> Hazard, Vulnerability, Capacity, Exposure, Disaster, Risk, Disaster Management &amp; Disaster Risk Reduction.</div><div>• <b>Hazard profile of India:</b> Regional profile.</div><div>• <b>Disaster Management Cycle:</b> Mitigation, preparedness, response, relief, recovery, rehabilitation.</div><div>• <b>Policy and legal frameworks:</b> DM Act 2005, DM Amendment Act 2025, National Policy, State-specific Acts; PM 10 Points agenda.</div><div>• <b>International frameworks:</b> Sendai Framework, Paris Agreement, SDGs.</div></div>                                         |                                                                          |                   |                     |                                                    |   |    |   |

- **Role of Institutions in DRR (overview only):** NDMA, NIDM, IMD, CWC, GSI, BIS, ISRO, INCOIS, SDMA, DDMA, NDRF.
- **Case studies of different disasters in India:** Lessons learned (minimum 2).

|                |                                                       |
|----------------|-------------------------------------------------------|
| <b>Unit: 2</b> | <b>Preparedness, Mitigation and Response Planning</b> |
|----------------|-------------------------------------------------------|

- Framework for Developing Disaster Management Plans.
- Hazard, Vulnerability, Capacity and Risk (HVCR) Assessment tools and techniques: Transect walk, Hazard mapping, Problem tree, Chapatti diagram etc.
- Mitigation and Preparedness: Evacuation planning, mock drills, tabletop exercises; disaster-specific mitigation, Crowd Management techniques.
- Basics of Incident Response System (IRS).
- Role of emergency forces: NDRF, SDRF, police, fire services, armed forces, NCC, NSS.
- Planning for more vulnerable groups.
- Emerging technologies: Drones, digital literacy, mobile apps (GIRI tool, SAFAR, Meghdoot, UMANG, Sachet, CWC Flood Alerts, IMD, BIS, IHIP), social media for DRR.
- Basics of safe construction and structural & nonstructural audit exercise (safety of home/college buildings).
- Funding mechanisms for disasters in India.
- Emergency Communication Network.

|                |                           |
|----------------|---------------------------|
| <b>Unit: 3</b> | <b>Life-Saving Skills</b> |
|----------------|---------------------------|

- **First Aid in disasters:** Golden hour concept, CPR, wounds, choking, burns, fractures, animal bites (snake/dog/rabid), heat-related illnesses, triaging, stampede.
- **Household and personal preparedness and protection:** 72-hour emergency kit, safe food storage, water purification, ORS use, water sanitation and hygiene (WASH) and Infection Prevention Control (IPC) practices, Basic Sign Language.
- **Search and Rescue methods.**
- **Fire safety and electrical/gas/LPG safety:** Causes, prevention, fire extinguisher demonstration, indigenous methods (Natural first-aid remedies- aloe vera, turmeric, coconut oil, salt solution); traditional risk-reduction practices.
- **Disaster-specific response:** Floods, landslides, earthquakes, CBRN emergencies, pandemics, drowning, lightning, gas leakage, cyclone, heatwave, coldwave.
- **Psychosocial support in DRR;** Steps for implementing psychological first aid and its importance.
- **Public health preparedness:** Public health impacts of various disasters, Prevention of post-disaster water-borne and vector-borne diseases.

|                |                                                |
|----------------|------------------------------------------------|
| <b>Unit: 4</b> | <b>Field Exposure and Community Engagement</b> |
|----------------|------------------------------------------------|

- **Field visits:** District Emergency Operations Centre, State Disaster Response Force/ National Disaster Response Force units, fire stations, State Emergency Operations Center, hazard-prone communities, heat-prone areas (flood-prone village, fire-vulnerable urban slum).
- **Practical exposure:** Mock drills, demonstrations and simulations (multi-hazard, evacuation, earthquake, flood); interaction with responders and officials (Aapda Mitras, National Cadet Corps/National Service Scheme/Nehru Yuva Kendra Sangathan, Red Cross).

- **Community Engagement projects:** Street plays (nukkad natak), awareness campaigns, DRR clubs (institute and community level clubs), Information, Education and Communication material (podcasts, videos, comics, photo essays, posters, Knowledge exchange webinars).
- **Environmental hazards:** Youth/community participation (tree plantation, soil conservation).
- **Project/assignment:** Preparation of institutional/household DM plan in local language; budget-friendly multi-disaster survival kit prototype; reflective field report, youth-led community engagement projects and creation of IEC/digital communication materials.
- **Multidisciplinary integration:** Links with local governments, HEIs, youth/adolescent networks.
- **Activities for mitigating disaster risks:** Increasing green cover, plantation and knowledge of human anatomy.
- **Interaction with:** State, district, gram panchayat level officials, DRR helpline numbers, and knowledge of physical resources required and available locally; interview /session with disaster survivors.

|                                                                                                                                                           |                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Total Lecture hours</b>                                                                                                                                | <b>15 hours</b> |
| <b>Total Practical hours (field/project/exercises)</b>                                                                                                    | <b>30 hours</b> |
| <b>Total hours</b>                                                                                                                                        | <b>45 Hours</b> |
| <b>Mode of Evaluation:</b> Quizzes, Assignments, Multiple choice questions test, field work report, project, presentation, community activity, simulation |                 |

\* According to NEP 2020 guidelines, 2 credits of practical or field work are generally equivalent to 1 credit.

# Inclusive of all practical/field visits/interactions/guest sessions.

**Note:** The approach of this course is to inculcate awareness of hazards and develop the capacity to respond to disasters with an aim for DRR. Hence, it is recommended to use the expertise of professionals during field visits and practical training. These professionals can be from the NDRF, SDRF, Indian Armed Forces, Firefighting department, medical and sports arenas and others who have first-hand experience and knowledge in such skills (a suggestive list is annexed).

# Suggestive Resource Materials

## Books/Handbooks

1. Sphere Handbook for humanitarian response standards.  
Link: <https://spherestandards.org/handbook/>
2. Health emergency and disaster risk management framework (Health EDRM).  
WHO. Link: <https://www.who.int/publications/i/item/9789241516181>

## Websites of Key Agencies

1. National Disaster Management Authority (NDMA): <https://ndma.gov.in>  
*India's apex body for policy and planning in disaster management.*
2. National Institute of Disaster Management (NIDM): <https://nidm.gov.in>  
*Apex national level training and capacity-building institution for disaster risk reduction.*
3. India Meteorological Department (IMD): <https://mausam.imd.gov.in>  
*Provides official weather forecasts, warnings and alerts.*
4. Central Water Commission (CWC): <http://www.cwc.gov.in>  
*Responsible for flood forecasting and hydrological data.*
5. Flood Forecasting Portal (FFWC): <https://ffs.india-water.gov.in/>  
*Real-time flood forecasting and inundation alerts for India.*
6. Geological Survey of India (GSI): <https://www.gsi.gov.in>  
*Provides hazard maps and geological risk assessments.*
7. India Disaster Resource Network (IDRN): <https://idrn.gov.in>  
*Inventory of emergency response resources across India.*
8. Coalition for Disaster Resilient Infrastructure (CDRI): <https://cdri.world/>  
*Global initiative led by India for promoting resilient infrastructure.*
9. Indian Space Research Organisation (ISRO): <https://www.isro.gov.in/>  
*Space agency of India; information regarding academic programmes and fellowships*
10. Indian Institute of Remote Sensing: <https://www.iirs.gov.in/>  
*Research, educational programmes and resources related to remote sensing and geo-informatics*
11. DRDO Avalanche Warning Bulletin: <https://drdo.gov.in/drdo/avalanche-warning-bulletin>  
*Snow and avalanche forecasts for high-altitude regions.*
12. Building Materials and Technology Promotion Council (BMTPC): <https://www.bmtpc.org/>  
*Promoting sustainable, cost-effective, and disaster-resistant building materials and technologies*
13. National Information Centre of Earthquake Engineering (NICEE) at IIT Kanpur:  
<https://www.nicee.org/EQTips.php>  
*Learning Seismic Design and Construction*

## Mobile Applications

1. Bhooskhalan App (GSI)  
*Reports and monitors landslide events in India.*
2. MausamGram App (IMD)  
*Hyperlocal weather forecast and alerts powered by IMD.*
3. Sachet App (NDMA)  
*Alerts for natural and human-induced disasters and industrial safety incidents.*
4. SAFAR (System of Air Quality and Weather Forecasting and Research):  
<https://safar.tropmet.res.in/>  
*Real-time air quality and environmental health forecasting.*

## NDMA Booklets

1. AAPDA MITRA: A prime example of community-based disaster management: <https://ndma.gov.in/sites/default/files/IEC/Booklets/AAPDA%20MITRA%20A5%20BOOK%20Final.pdf>
2. DISABILITY INCLUSIVE DRR: Transformative journey towards a disability-inclusive society: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Disability%20inclusive%20DRR.pdf>
3. BEATING THE HEAT: How India successfully reduces mortality due to heat waves: <https://ndma.gov.in/sites/default/files/IEC/Booklets/HeatWave%20A5%20BOOK%20Final.pdf>
4. PSYCHOSOCIAL CARE: Mitigating impact of disasters on mental health: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Psychosocial%20A5%20Book.pdf>
5. REACHING OUT TO SAVE LIVES: How social media transformed India's readiness towards disasters: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Social%20Media%20A5%20BOOK.pdf>
6. THUNDERSTORM AND LIGHTNING: Tackling weather hazards: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Thunderstorm%20Lightning%20NDMA%20A5%20BOOK%20New.pdf>

## NIDM Training Modules and Guidelines

1. Do's and Don'ts for Common Disasters: [https://nidm.gov.in/PDF/IEC/DOS\\_E\\_24.pdf](https://nidm.gov.in/PDF/IEC/DOS_E_24.pdf)  
*Simple safety instructions for major disasters.*
2. Community-based disaster risk management: [https://nidm.gov.in/PDF/Modules/ToTModule\\_CBDRM2025.pdf](https://nidm.gov.in/PDF/Modules/ToTModule_CBDRM2025.pdf)
3. Management of crowds at large congregations: [https://nidm.gov.in/PDF/Modules/TrgMod\\_CrowdatLargeCongregations.pdf](https://nidm.gov.in/PDF/Modules/TrgMod_CrowdatLargeCongregations.pdf)
4. Climate change and extreme events risk reduction: [https://nidm.gov.in/PDF/Modules/TM\\_CCEERR\\_23.pdf](https://nidm.gov.in/PDF/Modules/TM_CCEERR_23.pdf)
5. Health adaptation and resilience to climate risks; [https://nidm.gov.in/PDF/Modules/NIDM\\_HARCR2021.pdf](https://nidm.gov.in/PDF/Modules/NIDM_HARCR2021.pdf)
6. NIDM IEC Material: <https://nidm.gov.in/iec.asp>  
*Informational and awareness-raising content on DRR.*
7. Social and Behavioural Change Communication (SBCC) Training Module: [https://nidm.gov.in/sbc\\_training\\_module.asp](https://nidm.gov.in/sbc_training_module.asp)  
*Training content for behaviour change during disasters.*
8. SBC Toolkit – Cyclone: [https://nidm.gov.in/sbc\\_cyclone.asp](https://nidm.gov.in/sbc_cyclone.asp)  
*Preparedness and response strategies for cyclone-prone areas.*
9. SBC Toolkit – Flood: [https://nidm.gov.in/sbc\\_floods.asp](https://nidm.gov.in/sbc_floods.asp)  
*Community-level flood preparedness material.*
10. SBC Toolkit – Earthquake: [https://nidm.gov.in/sbc\\_eq.asp](https://nidm.gov.in/sbc_eq.asp)  
*Guidelines for earthquake risk reduction.*
11. NIDRR Checklist and Planning Tools: <https://nidm.gov.in/pdf/sbc/DRR%20Checklist%20PDF%20for%20WEB.pdf>  
*Tools for local disaster preparedness planning.*
12. NIDRR Communication Materials User Guide: <https://nidm.gov.in/pdf/sbc/NIDM%20User%20Guide%20Communication%20Material%20PDF%20for%20WEB.pdf>  
*Reference for community-level communication campaigns.*



13. NIDM Training Modules: <https://nidm.gov.in/modules.asp>  
*Topic-wise training modules for educators and practitioners.*

### Other Key Materials

1. NDMA Awareness Booklets: <https://ndma.gov.in/Resources/booklets>  
*Official illustrated booklets on various disaster types.*
2. Indian Red Cross Society: <https://indianredcross.org>  
*Offers first aid, blood services, and disaster relief training.*
3. International Federation of Red Cross and Red Crescent Societies:  
<https://www.ifrc.org>
4. NIDM Audio-Visual Material (YouTube): <https://www.youtube.com/@NIDMINDIA>  
*Videos, webinars, and documentaries on DRR.*
5. UNDRR resources: <https://www.undrr.org/> Resources for global frameworks
6. Class 9–10 CBSE Teachers' Manual (Life Skills)

### *Resources on Youth Engagement for Disaster Risk Reduction*

1. The Power of Youth Engagement in Disaster Risk Reduction activities (Technical Report · May 2020):  
<https://www.researchgate.net/publication/351049159>
2. Participation in Disaster Risk Reduction (DRR) Education: Analysing the Practices, Issues and Challenges - Open Journal of Earthquake Research, 2023, 12, 198-222:  
<https://www.scirp.org/journal/ojer>
3. Youth Participation in Disaster Risk Management and Climate Change Adaptation (Book · October 2023): <https://www.researchgate.net/publication/382973623>
4. Nalla, V., & Ranjit, N. (Eds.). (2022). Afterwards: Graphic narratives of disaster risk and recovery from India. Indian Institute for Human Settlements. <https://doi.org/10.24943/9788195648559>

### Online courses

#### • NIDM

1. Comprehensive Disaster Risk Management Framework (CDRMF):  
[https://elearning.nidm.gov.in/enrol/blpayment/course\\_overview.php?id=193](https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=193)
2. Gender Aspects of Disaster Recovery and Reconstruction:  
[https://elearning.nidm.gov.in/enrol/blpayment/course\\_overview.php?id=187](https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=187)
3. Risk Sensitive Land Use Planning:  
[https://elearning.nidm.gov.in/enrol/blpayment/course\\_overview.php?id=191](https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=191)
4. Safe cities: [https://elearning.nidm.gov.in/enrol/blpayment/course\\_overview.php?id=197](https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=197)
5. Community- Based Disaster Risk Management:  
[https://elearning.nidm.gov.in/enrol/blpayment/course\\_overview.php?id=217](https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=217)
6. Climate Change and Disaster Risk:  
[https://elearning.nidm.gov.in/enrol/blpayment/course\\_overview.php?id=216](https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=216)

#### • SWAYAM and NPTEL MOOCs:

1. Disaster Recovery and Build Back Better (BBB):  
[https://onlinecourses.nptel.ac.in/noc22\\_ar05/preview](https://onlinecourses.nptel.ac.in/noc22_ar05/preview)

2. Climate Change and Disaster Risk Management  
[https://onlinecourses.swayam2.ac.in/ntr25\\_ed113/preview](https://onlinecourses.swayam2.ac.in/ntr25_ed113/preview)
3. Disaster Management:  
[https://onlinecourses.swayam2.ac.in/ntr25\\_ed102/preview](https://onlinecourses.swayam2.ac.in/ntr25_ed102/preview)
4. Disaster Management:  
[https://onlinecourses.swayam2.ac.in/cec25\\_hs135/preview](https://onlinecourses.swayam2.ac.in/cec25_hs135/preview)
5. Disaster Risk Reduction and Management:  
[https://onlinecourses.swayam2.ac.in/ini25\\_hs32/preview](https://onlinecourses.swayam2.ac.in/ini25_hs32/preview)
- **NIDM courses on iGOT Karmayogi for government officials (<https://igotkarmayogi.gov.in>):**
  1. Dos and Don'ts of Disaster Preparedness
  2. Basics of Disaster Management
  3. School Safety: Hazard risk vulnerability analysis
  4. Crowd management
  5. School safety beyond structures: Planning and mitigation
  6. Flood management



## Annexure - I

### Fire Services Departments list

| S. no. | State/ UT                            | Contact No.                                      | E-mail                                                                   | Website                                                                                                                                                                             |
|--------|--------------------------------------|--------------------------------------------------|--------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1      | Andaman & Nicobar                    | 03192-230216                                     | dgp@and.nic.in                                                           | <a href="http://andssw1.and.nic.in/ospfire/">http://andssw1.and.nic.in/ospfire/</a>                                                                                                 |
| 2      | Andhra Pradesh                       | 040-23442944                                     | vivekdube@hotmail.com                                                    | <a href="https://fireservices.ap.gov.in/">https://fireservices.ap.gov.in/</a>                                                                                                       |
| 3      | Arunachal Pradesh                    | 0360-2212576                                     | igp.arunpol@nic.com                                                      | <a href="https://anjaw.nic.in/divisions/fire-station/">https://anjaw.nic.in/divisions/fire-station/</a>                                                                             |
| 4      | Assam (Guwahati)                     | 0361-2511329                                     | info@asfso.org                                                           | <a href="https://fireandemergency services.assam.gov.in/">https://fireandemergency services.assam.gov.in/</a>                                                                       |
| 5      | Bihar (Patna)                        | 0612-2221191                                     | <a href="mailto:sfocumdirector-bih@gov.in">sfocumdirector-bih@gov.in</a> | <a href="https://fireservice.bihar.gov.in/">https://fireservice.bihar.gov.in/</a>                                                                                                   |
| 6      | Chandigarh                           | 91-98881117800                                   | supdtfire42@gmail.com                                                    | <a href="https://web.archive.org/web/20140203030327/http://mcchandigarh.gov.in/firedept.htm">https://web.archive.org/web/20140203030327/http://mcchandigarh.gov.in/firedept.htm</a> |
| 7      | Chhatisgarh                          | +91-771-2512330<br>2512331, 2512332<br>2512333   | -                                                                        | <a href="https://cghgcd.gov.in/">https://cghgcd.gov.in/</a>                                                                                                                         |
| 8      | Dadra & Nagar Haveli and Daman & Diu | 0260-2242666<br>0260-2241101<br>0260-2241666/101 | Sfo-dmn-dd@ddd.gov.in                                                    | <a href="https://fes.ddd.gov.in/Home/Contact_us">https://fes.ddd.gov.in/Home/Contact_us</a>                                                                                         |
| 9      | Goa                                  | +91 7391047132<br>101 / 112                      | dir-fire.goa@nic.in                                                      | <a href="https://dfes.goa.gov.in/overview-functioning/contact-us/">https://dfes.goa.gov.in/overview-functioning/contact-us/</a>                                                     |
| 10     | Gujarat                              | 0079-23259509                                    | afes@ahmedabadcity.gov.in                                                | <a href="https://fscop.gujfiresafetycop.in/Default.aspx">https://fscop.gujfiresafetycop.in/Default.aspx</a>                                                                         |
| 11     | Haryana                              | 0172-2704941                                     | dulbhry@yahoo.co.in                                                      | -                                                                                                                                                                                   |
| 12     | Himachal Pradesh                     | 0177-2629945                                     | fire-hp@nic.in                                                           | <a href="https://himachal.nic.in/fire">https://himachal.nic.in/fire</a>                                                                                                             |
| 13     | Jammu & Kashmir                      | 0191-2457821/3013                                | info.fesjk@jk.gov.in                                                     | <a href="https://www.fireandemergencyjk.co.in/">https://www.fireandemergencyjk.co.in/</a>                                                                                           |

|    |                |                                        |                                                                                                                        |                                                                                                           |
|----|----------------|----------------------------------------|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| 14 | Jharkhand      | 9123461101                             | sfojhkfire@gmail.com                                                                                                   | <a href="https://advantage.jharkhand.gov.in/fire/">https://advantage.jharkhand.gov.in/fire/</a>           |
| 15 | Karnataka      | 91-80-22282392<br>22285659<br>22286632 | md@kumbangalore.com<br>ebiz.karnatakaonline1@gmail.com                                                                 | <a href="https://ebiz.karnataka.gov.in/kum/ksfesd.aspx">https://ebiz.karnataka.gov.in/kum/ksfesd.aspx</a> |
| 16 | Ladakh         | 91 -99062 62252                        | Ladakhfireservice101@gmail.com                                                                                         | -                                                                                                         |
| 17 | Kerala         | 0471-2320872<br>2320868                | dg.frs@kerala.gov.in                                                                                                   | <a href="https://fire.kerala.gov.in/">https://fire.kerala.gov.in/</a>                                     |
| 18 | Lakshadweep    | 04896-262258                           | <a href="mailto:lak-sop@nic.in">lak-sop@nic.in</a>                                                                     | -                                                                                                         |
| 19 | Madhya Pradesh | 0755-2554081<br>82,2552356<br>2655367  | lsbaghel.mpuad@gmail.com<br>commuadmp@mpurban.gov.in                                                                   | -                                                                                                         |
| 20 | Manipur        | 0385-2450101<br>+91 8415925200         | fireservice.mn@gov.in,<br>nabamanipurfire@gmail.com                                                                    | <a href="https://manipurfireservice.gov.in/">https://manipurfireservice.gov.in/</a>                       |
| 21 | Meghalaya      | 0364-2224668                           | fes.meg@meghalaya.gov.in                                                                                               | <a href="https://megfireservice.gov.in/">https://megfireservice.gov.in/</a>                               |
| 22 | Maharashtra    | <u>022 69820555</u>                    | info@mahafireservice.gov.in                                                                                            | <a href="https://mahafireservice.gov.in/">https://mahafireservice.gov.in/</a>                             |
| 23 | Mizoram        | 0389-2341203                           | so.fire@mizoram.gov.in<br>firemizo@gmail.com                                                                           | <a href="https://fireservice.mizoram.gov.in/">https://fireservice.mizoram.gov.in/</a>                     |
| 24 | Nagaland       | 0370-2221817                           | <a href="mailto:firedept-ngl@gov.in">firedept-ngl@gov.in</a><br><a href="mailto:nlfnes@gmail.com">nlfnes@gmail.com</a> | <a href="https://nfes.nagaland.gov.in/">https://nfes.nagaland.gov.in/</a>                                 |
| 25 | New Delhi      | 011-23414000                           | director.dlfire@nic.in                                                                                                 | <a href="https://dfs.delhi.gov.in/">https://dfs.delhi.gov.in/</a>                                         |
| 26 | Odisha         | 0671-2300317                           | cghomeguar<br>dorrisa@gmail.com<br>dircdodisha@gmail.com                                                               | <a href="http://www.odishafshgscd.gov.in">www.odishafshgscd.gov.in</a>                                    |

|    |               |                                        |                                                                         |                                                                                                           |
|----|---------------|----------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| 27 | Puducherry    | 0413-2336677                           | Fire.pon@nic.in                                                         | <a href="https://fire.py.gov.in/">https://fire.py.gov.in/</a>                                             |
| 28 | Punjab        | 09815941207<br>0172-2619278<br>2619145 | dlgmisc123@<br>gmail.com<br>dirlocalgovtpunjab<br>@gmail.com            | <a href="https://lgpunjab.gov.in/cms/fire-services.php">https://lgpunjab.gov.in/cms/fire-services.php</a> |
| 29 | Rajasthan     | 0141-2222403                           | dlbrajasthan@<br>gmail.com                                              | -                                                                                                         |
| 30 | Sikkim        | 101,<br>03592-202001                   | controlroom@<br>sikkimfire.nic.in                                       | <a href="https://sikkimfire.nic.in/About_us.htm">https://sikkimfire.nic.in/About_us.htm</a>               |
| 31 | Tamil Nadu    | 9443655001/044-<br>28294129            | tnfrs.tn@nic.in                                                         | <a href="https://www.tnfrs.tn.gov.in/">https://www.tnfrs.tn.gov.in/</a>                                   |
| 32 | Telangana     | 040-23442955                           | <a href="mailto:ts_firechief@yahoo.com">ts_firechief@<br/>yahoo.com</a> | <a href="https://fire.telangana.gov.in/">https://fire.telangana.gov.in/</a>                               |
| 33 | Tripura       | 0381) 232-6451                         | <a href="mailto:dg.fire-tr@gov.in">dg.fire-tr@gov.in</a>                | <a href="http://www.fireservice.tripura.gov.in/">http://www.fireservice.tripura.gov.in/</a>               |
| 34 | Uttarakhand   | 0135- 2654900/<br>2712685              | ddtfireukd@gmail.<br>com                                                | <a href="https://ukfireservices.com/uttarakhand_fire/">https://ukfireservices.com/uttarakhand_fire/</a>   |
| 35 | Uttar Pradesh | 0522-2287236                           | shqup@gmail.com                                                         | <a href="http://www.upfireservice.gov.in">www.upfireservice.gov.in</a>                                    |
| 36 | West Bengal   | 033-22527172                           | dg.wbfes@gmail.<br>com                                                  | <a href="https://wbfes.gov.in/">https://wbfes.gov.in/</a>                                                 |

## Annexure - II

### National Disaster Response Force battalions list

| Unit                            | Address                                                                                                                | Control Room No.           | E-mail                         |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------|----------------------------|--------------------------------|
| 1 <sup>st</sup> Battalion NDRF  | 1 <sup>st</sup> BN NDRF, Patgaon<br>PO - Azara, Distt. Kamrup<br>Metro, Guwahati - 781017                              | 0361-2840027               | assam01-ndrf[at]<br>nic[dot]in |
| 2 <sup>nd</sup> Battalion NDRF  | 2 <sup>nd</sup> BN NDRF<br>Near RRI Camp. Haringhata<br>Mohanpur, Nadia<br>(West Bengal) Pin - 741246                  | 033-25875032               | wb02-ndrf[at]<br>nic[dot]in    |
| 3 <sup>rd</sup> Battalion NDRF  | 3 <sup>rd</sup> BN NDRF, PO-Mundali<br>Cuttack - Odisha<br>Pin - 754013                                                | 0671-2879710               | ori03-ndrf[at]nic[dot]<br>in   |
| 4 <sup>th</sup> Battalion NDRF  | 4 <sup>th</sup> BN NDRF, Suraksha<br>Campus, Arrakonam, Distt.<br>Ranipet, Tamilnadu - 631152                          | 04177-246594<br>9442140269 | tn04-ndrf[at]nic[dot]<br>in    |
| 5 <sup>th</sup> Battalion NDRF  | 5 <sup>th</sup> BN NDRF<br>Sudumbare, Mavel, Pune<br>Maharashtra-412109                                                | 9422315628<br>9422318427   | mah05-ndrf[at]<br>nic[dot]in   |
| 6 <sup>th</sup> Battalion NDRF  | 6 <sup>th</sup> BN NDRF, Jarod Camp<br>Teh-Wagodia, Vadodara<br>(Gujarat) Pin - 391510                                 | 9429199493                 | guj06-ndrf[at]<br>nic[dot]in   |
| 7 <sup>th</sup> Battalion NDRF  | 7 <sup>th</sup> BN NDRF, Bibiwala Road<br>Bhatinda ( Punjab )<br>Pin 151001                                            | 0164-2246030               | pun07-ndrf[at]<br>nic[dot]in   |
| 8 <sup>th</sup> Battalion NDRF  | 8 <sup>th</sup> BN NDRF, Kamla Nehru<br>Nagar, Ghaziabad, UP<br>Pin - 201002                                           | 0120-2766013               | up08-ndrf[at]<br>nic[dot]in    |
| 9 <sup>th</sup> Battalion NDRF  | 9 <sup>th</sup> BN NDRF, Bihata Patna<br>Bihar, Pin-801103                                                             | 8544415050<br>8544415049   | patna-ndrf[at]<br>nic[dot]in   |
| 10 <sup>th</sup> Battalion NDRF | 10 <sup>th</sup> BN NDRF, Village<br>Kondapavuluru,<br>PO- Surampalli, Gannavaram<br>Mandal Krishna (AP)<br>PIN-521212 | --                         | ap10-ndrf[at]nic[dot]<br>in    |

|                                 |                                                                                            |                            |                             |
|---------------------------------|--------------------------------------------------------------------------------------------|----------------------------|-----------------------------|
| 11 <sup>th</sup> Battalion NDRF | 11 <sup>th</sup> BN NDRF, Sanskritik Sankul, Maqbool Alam Road Varanasi, UP-221002         | 0542-2501202               | up-11ndrf[at]gov-[dot]in    |
| 12 <sup>th</sup> Battalion NDRF | 12 <sup>th</sup> BN NDRF, Itanagar Arunachal Pardesh-791112                                | 0360-2999577               | bn12[dot]ndrf[at]gov[dot]in |
| 13 <sup>th</sup> Battalion NDRF | 13 <sup>th</sup> BN NDRF, Ladhowal Ludhiana, Punjab-141008                                 | 0161-2921304               | jk13[dot]ndrf[at]gov[dot]in |
| 14 <sup>th</sup> Battalion NDRF | 14 <sup>th</sup> BN NDRF, Nurpur Jassur, Kangra Himachal Pradesh PIN-176201                | 01893-292602               | co14[dot]ndrf[at]gov[dot]in |
| 15 <sup>th</sup> Battalion NDRF | 15 <sup>th</sup> BN NDRF, PO-Gadarpur Distt - Udham Singh Nagar Uttarakhand, PIN-263152    | 05949-231198<br>7579098442 | co15[dot]ndrf[at]gov[dot]in |
| 16 <sup>th</sup> Battalion NDRF | 16 <sup>th</sup> BN NDRF, Near Dada Dev Mandir Road, Sector-7 Dwarka, New Delhi PIN-110077 | 011-20893564               | co16[dot]ndrf[at]gov[dot]in |

### Annexure - III

#### State Disaster Response Force list

| State             | Email id                                                                                                                    | Contact no.                                                       | Website                                                                                                                                                                                        |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Andhra Pradesh    | apsdrf@gmail.com                                                                                                            | -                                                                 | <a href="https://apsdma.ap.gov.in/apsdrf.php">https://apsdma.ap.gov.in/apsdrf.php</a>                                                                                                          |
| Arunachal Pradesh | <a href="mailto:dirts@arunpol.nic.in">dirts@arunpol.nic.in</a>                                                              | -                                                                 | <a href="https://sdma-arunachal.in/sdrf/">https://sdma-arunachal.in/sdrf/</a>                                                                                                                  |
| Assam             | <a href="mailto:asdmaghy@gmail.com">asdmaghy@gmail.com</a>                                                                  | +91-361-2237221 (O)<br>+91-361-2237010 (F)                        | <a href="https://sdrf.assam.gov.in/">https://sdrf.assam.gov.in/</a>                                                                                                                            |
| Bihar             | <a href="mailto:info@bsbma.org">info@bsbma.org</a>                                                                          | +91-6115252028-29 (O)                                             | <a href="http://state.bihar.gov.in/disastermgmt/">state.bihar.gov.in/disastermgmt/</a>                                                                                                         |
| Chhattisgarh      | <a href="mailto:dghomeguard.cg@gmail.com">dghomeguard.cg@gmail.com</a>                                                      | +91-771-2512306 (O)                                               | <a href="http://cghgcd.gov.in">cghgcd.gov.in</a>                                                                                                                                               |
| Gujarat           | <a href="mailto:control-pu@gujarat.gov.in">control-pu@gujarat.gov.in</a>                                                    | +91-79-23254442 (O)                                               | <a href="http://www.gsdma.org/Content/creation-of-state-disaster-response-force-sdrf-4191">http://www.gsdma.org/Content/creation-of-state-disaster-response-force-sdrf-4191</a>                |
| Goa               | <a href="mailto:Dir-fire.goa@nic.in">Dir-fire.goa@nic.in</a>                                                                | (+91) 7391047132 101<br>1122225500 / 2423101<br>2425101 / 2455400 | <a href="https://dfes.goa.gov.in/disaster-management/state-disaster-response-force/">https://dfes.goa.gov.in/disaster-management/state-disaster-response-force/</a>                            |
| Haryana           | <a href="mailto:fcr@hry.nic.in">fcr@hry.nic.in</a>                                                                          | +91-172-2711925 (O)<br>+91-124-2269913                            | <a href="http://hdma.gov.in/en/sdrf-norms">http://hdma.gov.in/en/sdrf-norms</a>                                                                                                                |
| Himachal Pradesh  | <a href="mailto:sp1-sdrf@hp.gov.in">sp1-sdrf@hp.gov.in</a> , <a href="mailto:sdma-hp@nic.in">sdma-hp@nic.in</a>             | +91-98160-06938 (M)<br>+91-177-2626212(O)                         | <a href="http://hpsdma.nic.in/Index1.aspx?lid=1410&amp;lsid=1460&amp;pid=1457&amp;lev=3&amp;langid=1">hpsdma.nic.in/Index1.aspx?lid=1410&amp;lsid=1460&amp;pid=1457&amp;lev=3&amp;langid=1</a> |
| Karnataka         | <a href="mailto:dgp.ksfes@ka.gov.in">dgp.ksfes@ka.gov.in</a>                                                                | +91-80-25570733 (O)<br>+91-80-22971501                            | <a href="https://ksdrf.karnataka.gov.in/en">https://ksdrf.karnataka.gov.in/en</a>                                                                                                              |
| Kerala            | <a href="mailto:seoc.gok@gmail.com">seoc.gok@gmail.com</a> , <a href="mailto:keralasdma@gmail.com">keralasdma@gmail.com</a> | +91-471-2364424<br>2331345 (O)                                    | <a href="https://sdma.kerala.gov.in/sdrf/">https://sdma.kerala.gov.in/sdrf/</a>                                                                                                                |
| Madhya Pradesh    | <a href="mailto:secyhomep@mp.gov.in">secyhomep@mp.gov.in</a>                                                                | +91-755-2708062 (O)                                               | <a href="https://negd.gov.in/isl/Directory/statedata/25">https://negd.gov.in/isl/Directory/statedata/25</a>                                                                                    |
| Maharashtra       | <a href="mailto:sdrfgrunagpur@gmail.com">sdrfgrunagpur@gmail.com</a>                                                        | +91-7104-238032 (F)                                               | <a href="https://sdma.maharashtra.gov.in/en/">https://sdma.maharashtra.gov.in/en/</a>                                                                                                          |
| Manipur           | <a href="mailto:sdrfgrunagpur@gmail.com">sdrfgrunagpur@gmail.com</a>                                                        | +91-385-2450038(O)                                                | <a href="https://manipursdma.com/">https://manipursdma.com/</a>                                                                                                                                |

|                                      |                                                                                                                                            |                                                      |                                                                                                                                               |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Meghalaya                            | <a href="mailto:sdmadeptt007@gmail.com">sdmadeptt007@gmail.com</a>                                                                         | +91-364- 2500053 (O)                                 | <a href="https://msdma.gov.in/sdrf.html">https://msdma.gov.in/sdrf.html</a>                                                                   |
| Mizoram                              | <a href="mailto:jsdmr@gmail.com">jsdmr@gmail.com</a>                                                                                       | +91-389-2315205 (O)<br>2322745 (F)                   | <a href="https://dmr.mizoram.gov.in/page/sdrf">https://dmr.mizoram.gov.in/page/sdrf</a>                                                       |
| Nagaland                             | <a href="mailto:homecommissioner.nagaland@gmail.com">homecommissioner.nagaland@gmail.com</a>                                               | +91-370-2270068(O)<br>2270071(F)                     | <a href="https://nsdma.nagaland.gov.in/sdrf">https://nsdma.nagaland.gov.in/sdrf</a>                                                           |
| Odisha                               | <a href="mailto:srcodishagov@gmail.com">srcodishagov@gmail.com</a>                                                                         | +91-674-2534180(O)                                   | <a href="https://www.osdma.org/#gsc.tab=0">https://www.osdma.org/#gsc.tab=0</a>                                                               |
| Punjab                               | <a href="mailto:fcr@punjab.gov.in">fcr@punjab.gov.in</a>                                                                                   | +91-172-2743854(O),<br>2740904(O)                    | <a href="https://revenue.punjab.gov.in/?q=disaster-management-plans">https://revenue.punjab.gov.in/?q=disaster-management-plans</a>           |
| Rajasthan                            | <a href="mailto:adgp.sdrf@rajpolice.gov.in">adgp.sdrf@rajpolice.gov.in</a> ,<br><a href="mailto:adgpsdrf@gmail.com">adgpsdrf@gmail.com</a> | +91-141-2741927(O)                                   | <a href="https://dmrelief.rajasthan.gov.in/content/raj/dmr/en/home.html#">https://dmrelief.rajasthan.gov.in/content/raj/dmr/en/home.html#</a> |
| Sikkim                               | NA                                                                                                                                         | -                                                    | <a href="https://ssdma.nic.in/">https://ssdma.nic.in/</a>                                                                                     |
| Tamil Nadu                           | <a href="mailto:marutham28@gmail.com">marutham28@gmail.com</a>                                                                             | +91-44-24328392(O)                                   | <a href="https://www.tn.gov.in/go.php?dep_id=MjY=&amp;year=MjAyMQ==">https://www.tn.gov.in/go.php?dep_id=MjY=&amp;year=MjAyMQ==</a>           |
| Tripura                              | <a href="mailto:sarat.kumar.das@gmail.com">sarat.kumar.das@gmail.com</a>                                                                   | +91-381-2413318/357(O)<br>2413318(F)                 | <a href="https://tdma.tripura.gov.in/">https://tdma.tripura.gov.in/</a>                                                                       |
| Uttar Pradesh                        | NA                                                                                                                                         | +91-522-2238200(O)<br>+91-522-2238084(F)             | <a href="https://www.sdrfup.in/">https://www.sdrfup.in/</a>                                                                                   |
| Uttarakhand                          | <a href="mailto:cosdrf-police-uk@nic.in">cosdrf-police-uk@nic.in</a>                                                                       | +91-135-2410197(O)<br>+91-9412057650                 | <a href="https://usdma.uk.gov.in/">https://usdma.uk.gov.in/</a>                                                                               |
| West Bengal                          | <a href="mailto:ps.dmd-wb@nic.in">ps.dmd-wb@nic.in</a>                                                                                     | +91-33-22143674<br>501003(O), 22144005(F)            | <a href="http://wbmdm.gov.in/Pages/Default.aspx">http://wbmdm.gov.in/Pages/Default.aspx</a>                                                   |
| Dadra & Nagar Haveli and Daman & Diu | <a href="mailto:dmc-dnh@nic.in">dmc-dnh@nic.in</a>                                                                                         | +91-260-2630304 (O)<br>2641113 (F)<br>+91-7874148005 | <a href="https://daman.nic.in/state-disaster-managment-dd.aspx">https://daman.nic.in/state-disaster-managment-dd.aspx</a>                     |
| Jammu and Kashmir                    | <a href="mailto:ighg@jkpolice.gov.in">ighg@jkpolice.gov.in</a>                                                                             | +91-194-2455165 (O)                                  | <a href="https://www.jkpolice.gov.in/jk-civil-defence">https://www.jkpolice.gov.in/jk-civil-defence</a>                                       |
| Ladakh                               | <a href="mailto:utdrfleh@gmail.com">utdrfleh@gmail.com</a>                                                                                 | +91-1982-251169(O)                                   | <a href="https://ldma.ladakh.gov.in/">https://ldma.ladakh.gov.in/</a>                                                                         |
| Lakshadweep                          | <a href="mailto:lak-sop@nic.in">lak-sop@nic.in</a>                                                                                         | +91-4896-262258(O)                                   | <a href="https://lakshadweep.gov.in/disaster-management/">https://lakshadweep.gov.in/disaster-management/</a>                                 |

## Annexure - IV

### State Emergency Operations Centers list

| S.no. | Ministry/State                                                                             | Contact Number                                                          | Email                                                   | Website                                                                                                                                 |
|-------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 1     | National Emergency Response Center, Disaster Management Division, Ministry of Home Affairs | 011-23438252<br>011-23438253<br>Help Line:<br>011-1070                  | dresponse-nerc@gov.in                                   | <a href="https://ndmindia.mha.gov.in">https://ndmindia.mha.gov.in</a>                                                                   |
| 2     | Ministry of Railways                                                                       | +9123382638(O)<br>9717641291(M)                                         | safetycontrolrb@gmail.com                               | <a href="https://indianrailways.gov.in/index1.html">https://indianrailways.gov.in/index1.html</a>                                       |
| 3     | Andaman & Nicobar Island                                                                   | 03192-238880                                                            | statecontrolroom@gmail.com                              | <a href="https://ddm.and.nic.in/">https://ddm.and.nic.in/</a>                                                                           |
| 4     | Andhra Pradesh                                                                             | 08645-246600<br>0863-2377119<br>2377120,                                | seoc-apsdma@ap.gov.in                                   | <a href="http://apsdma.ap.gov.in/">http://apsdma.ap.gov.in/</a>                                                                         |
| 5     | Arunachal Pradesh                                                                          | -                                                                       | arun01ddm@gmail.com                                     | <a href="https://itanagar.nic.in/disaster-management/">https://itanagar.nic.in/disaster-management/</a>                                 |
| 6     | Assam                                                                                      | +91-361-2237219<br>+91-361-2237377<br>+91-9401044617<br>+91-9435-592762 | sdma-assam@gov.in,<br>statedmcontrolroomassam@gmail.com | <a href="https://asdma.assam.gov.in/">https://asdma.assam.gov.in/</a>                                                                   |
| 7     | Bihar                                                                                      | +91-612-2294204<br>+91-612-2294205                                      | secy-disastermgmt-bih@nic.in                            | <a href="https://state.bihar.gov.in/disastermgmt">https://state.bihar.gov.in/disastermgmt</a>                                           |
| 8     | Chandigarh (UT)                                                                            | +91-1722704048                                                          | civildefence.chandigarh@gmail.com                       | <a href="https://chandigarh.gov.in/departments/other-departments/sdma">https://chandigarh.gov.in/departments/other-departments/sdma</a> |



|    |                                        |                                     |                                                                                                        |                                                                                                       |
|----|----------------------------------------|-------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| 9  | Chhattisgarh                           | +91-7712221242<br>+91-7712510593    | cgrelief@gmail.com                                                                                     | <a href="https://sdma.cg.nic.in/">https://sdma.cg.nic.in/</a>                                         |
| 10 | Dadra & Nagar<br>Haveli Daman &<br>Diu | 91-260-2253000<br>+91-260-112       | eoc-dnhdd@nic.in                                                                                       | <a href="https://ddd.gov.in/">https://ddd.gov.in/</a>                                                 |
| 11 | Delhi                                  | 0107, 011-<br>23982164,<br>23831077 | ddma1077.delhi@<br>nic.in                                                                              | <a href="https://ddma.delhi.gov.in/">https://ddma.delhi.gov.<br/>in/</a>                              |
| 12 | Goa                                    | +91-832-2419444<br>+91-832-2419446  | usrev1-sect.goa@<br>nic.in , usrev2-sect.<br>goa@nic.in                                                | <a href="https://sdma.goa.gov.in/">https://sdma.goa.gov.<br/>in/</a>                                  |
| 13 | Gujarat                                | +91-79-23251900<br>+91-79-23251903  | revcontrol1@<br>gujarat.gov.in                                                                         | <a href="http://gsdma.org/">http://gsdma.org/</a>                                                     |
| 14 | Haryana                                | +91-172-2545938                     | sdmaharyana@<br>gmail.com                                                                              | <a href="http://hdma.gov.in/en">http://hdma.gov.in/en</a>                                             |
| 15 | Himachal Pradesh                       | +91-177-2628940                     | seocshimla@gmail.<br>com, sdma_hp@<br>nic.in                                                           | <a href="https://hpsdma.nic.in/">https://hpsdma.nic.in/</a>                                           |
| 16 | Jammu & Kashmir                        | -                                   | jksdma@gmail.com;<br>jksdma@gmail.com,<br>pcrjammuoff@<br>jkpolice.gov.in;<br>pcrkashmir@gmail.<br>com | <a href="https://jksdma.jk.gov.in/">https://jksdma.jk.gov.<br/>in/</a>                                |
| 17 | Jharkhand                              | +91-651-2446923                     | dmjharkhand@<br>gmail.com                                                                              | <a href="https://www.jharkhand.gov.in/home">https://www.jharkhand.<br/>gov.in/home</a>                |
| 18 | Karnataka                              | 080-22340676<br>080-22353980        | sodmrevenue@<br>gmail.com                                                                              | <a href="https://ksdma.karnataka.gov.in/english">https://ksdma.<br/>karnataka.gov.in/<br/>english</a> |

|    |                |                                              |                                                                   |                                                                                                                                   |
|----|----------------|----------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 19 | Kerala         | +91-471-2364424                              | keralasdma@gmail.com                                              | <a href="https://sdma.kerala.gov.in/">https://sdma.kerala.gov.in/</a>                                                             |
| 20 | Laddakh (UT)   | +91-1982-251169<br>+91-1982-260887<br>260888 | igpladakh@gmail.com                                               | <a href="https://leh.nic.in/document-category/disaster-management/">https://leh.nic.in/document-category/disaster-management/</a> |
| 21 | Lakshadweep    | +91-4896-263100                              | controlroomkvt@gmail.com, lk-coll@nic.in, ldmaeoc@gmail.com       | <a href="https://lakshadweep.gov.in/disaster-management/">https://lakshadweep.gov.in/disaster-management/</a>                     |
| 22 | Madhya Pradesh | +91-755-2441419<br>+91-755-2527177           | reliefcom@nic.in                                                  | <a href="https://mpsdma.mp.gov.in">https://mpsdma.mp.gov.in</a>                                                                   |
| 23 | Maharashtra    | +91-22-22027990<br>+91-22-22794229           | controlroom@maharashtra.gov.in;<br>director.dm@maharashtra.gov.in | <a href="https://rfd.maharashtra.gov.in/en">https://rfd.maharashtra.gov.in/en</a>                                                 |
| 24 | Manipur        | +91-385-2443941<br>+91-385-2443441           | ranjitoff@gmail.com                                               | <a href="https://manipur.gov.in/?page_id=1649">https://manipur.gov.in/?page_id=1649</a>                                           |
| 25 | Meghalaya      | +91364-2502098                               | sdmadeptt007@gmail.com                                            | <a href="https://msdma.gov.in/">https://msdma.gov.in/</a>                                                                         |
| 26 | Mizoram        | +91-389-2342520<br>+91-389-2335837           | mizoramdmr@gmail.com, dmr.gov@gmail.com                           | <a href="https://dmr.mizoram.gov.in/">https://dmr.mizoram.gov.in/</a>                                                             |
| 27 | Nagaland       | 0370-22911200                                | sdma.nagaland@gmail.com, seoc.nsdma@gmail.com                     | <a href="https://nsdma.nagaland.gov.in/home">https://nsdma.nagaland.gov.in/home</a>                                               |
| 28 | Odisha         | +91-6742534177                               | srcodishagov@gmail.com                                            | <a href="https://www.osdma.org/?lang=en">https://www.osdma.org/?lang=en</a>                                                       |

|    |               |                                                                            |                                                     |                                                                                                                                   |
|----|---------------|----------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 29 | Puducherry    | +91-4132253407                                                             | seoc.pon@nic.in, eocpdy@gmail.com                   | <a href="https://puducherry-dt.gov.in/disaster-management/">https://puducherry-dt.gov.in/disaster-management/</a>                 |
| 30 | Punjab        | 0172-2740298<br>Civil CR- 2740397<br>2740936<br>2440035<br>+91-172-2720153 | sccr.pd2020@gmail.com                               | <a href="https://revenue.punjab.gov.in/?q=floodsnatural-calamities">https://revenue.punjab.gov.in/?q=floodsnatural-calamities</a> |
| 31 | Rajasthan     | +91-1412227084                                                             | relief-rj@nic.in                                    | <a href="https://dmrelief.rajasthan.gov.in/#">https://dmrelief.rajasthan.gov.in/#</a>                                             |
| 32 | Sikkim        | +91-3592201145                                                             | ssdma01@gmail.com                                   | <a href="https://www.ssdma.nic.in/">https://www.ssdma.nic.in/</a>                                                                 |
| 33 | Tamil Nadu    | 044-28593990<br>044-28414513                                               | tnstateeoc@gmail.com                                | <a href="https://www.cra.tn.gov.in/disaster.php">https://www.cra.tn.gov.in/disaster.php</a>                                       |
| 34 | Telangana     | 040-23454088<br>1079, 40-23454088                                          | instaxx@telangana.gov.in, commr_dm@telangana.gov.in | <a href="https://fire.telangana.gov.in/">https://fire.telangana.gov.in/</a>                                                       |
| 35 | Tripura       | +91-381-2416045<br>+91-381-2416241                                         | scrtripura@gmail.com                                | <a href="https://tdma.tripura.gov.in/">https://tdma.tripura.gov.in/</a>                                                           |
| 36 | Uttarakhand   | +91-135-2710334                                                            | seoc.dmmc@gmail.com                                 | <a href="https://usdma.uk.gov.in/">https://usdma.uk.gov.in/</a>                                                                   |
| 37 | Uttar Pradesh | +91-522-2235083                                                            | rahat@nic.in                                        | <a href="https://upsdma.up.nic.in/">https://upsdma.up.nic.in/</a>                                                                 |
| 38 | West Bengal   | +91-33-22143526<br>22141378(F)                                             | wbdmeoc@gmail.com                                   | <a href="http://wbdmd.gov.in/Pages/Default.aspx">http://wbdmd.gov.in/Pages/Default.aspx</a>                                       |

## Annexure - V

### List of State Disaster Management Authorities

| S. No. | States            | Office Address                                                                                                                                                   | Email                                                     | Contact No.                    |
|--------|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|--------------------------------|
| 1      | Andhra Pradesh    | Andhra Pradesh State Disaster Management Authority D.No:21/2B Pathuru Cross Road Centre Kunchanpalli (PO) Tadepalli Mandal Guntur District Andhra Pradesh-522501 | commr_relief_rev@ap.gov.in                                | 0863-2377099<br>0863-2377105   |
| 2      | Arunachal Pradesh | Directorate of Disaster Management Daying Ering Colony Itanagar -791111                                                                                          | dcitanagar@gmail.com, dani.salu@gov.in danisulu@gmail.com | 0360-2215581                   |
| 3      | Assam             | Assam State Disaster Management Authority Ancillary Block, Janata Bahawan Dispur Guwahati-781006                                                                 | sdma-assam@gov.in, statedmcontrolroomassam@gmail.com      | 0361-2237221                   |
| 4      | Bihar             | Bihar State Disaster Management Authority Sardar Patel Bhawan 5 <sup>th</sup> Floor, D & E Block Nehru Path (Bailey Road) Patna, Bihar-800023                    | info@bsdma.org                                            | 0612- 2547232                  |
| 5      | Himachal Pradesh  | Himachal Pradesh State Disaster Management Authority Disaster Management Cell, HP Secretariat, Shimla -171002                                                    | sdma-hp@nic.in                                            | 0177-2880321, 2880320, 2621022 |
| 6      | Jharkhand         | Disaster Management Authority, T. A. Division Building Near Gol Chakkar, Dhurwa, Ranchi, Jharkhand - 834004                                                      | dmjharkhand@gmail.com, sec-home-jhr@nic.in,               | 0651- 2400220, 2400700         |

|    |                |                                                                                                                                                                                                      |                                                                                                                         |                                        |
|----|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| 7  | Karnataka      | Revenue Department<br>(Disaster Management)<br>Karnataka State Natural<br>Disaster Monitoring<br>Centre, Major Sandeep<br>Unnikrishnan Road, Near<br>Attur Layout, Yelahanka,<br>Bangalore - 560 064 | secy.dm@gmail.<br>com director@<br>ksndmc.org, dmc.<br>kar@gmail.com                                                    | 080- 67355000,<br>22032995<br>22032495 |
| 8  | Kerala         | Kerala State Disaster<br>Management Authority,<br>Observatory Hills, Vikas<br>Bhavan P.O. Kerala,<br>Thiruvananthapuram-<br>695033                                                                   | seoc.gok@gmail.<br>com, Keralasdma@<br>gmail.com, sdma.<br>kerala.gov.in<br>commissioner<br>dmkerala@gmail.<br>com      | 471-2364424<br>2778888                 |
| 9  | Madhya Pradesh | Madhya Pradesh State<br>Disaster Management<br>Paryavaran Parisar<br>E-5, Arera Colony,<br>Bhopal-462016                                                                                             | secyhomep@<br>mp.gov.in, ed@<br>mp.gov.in,<br>dmi@mp.gov.in<br>reliefcom@mp.nic.<br>in, mpstatecoord.<br>sdma@mp.gov.in | -                                      |
| 10 | Manipur        | Directorate of Relief &<br>Disaster Management,<br>Babupara, DC<br>complex, Imphal West,<br>Manipur-795001                                                                                           | seocmanipur@<br>gmail.com<br>cs-manipur@nic.in,<br>secymanipurdm@<br>gmail.com                                          | 0385-2451144 ,<br>2450064              |
| 11 | Meghalaya      | State Disaster<br>Management<br>Authority, Meghalaya,<br>Shillong-793001                                                                                                                             | comsecy.sg.gom@<br>gmail.com,<br>sdmadeptt-meg<br>@gov.in,                                                              | 0364-2223509                           |
| 12 | Mizoram        | Disaster Management &<br>Rehabilitation<br>P.O Vaivakawn, Chawnpui<br>Aizawl - 796009                                                                                                                | mizoramdmr@<br>gmail.com,<br>secydmr123@<br>gmail.com                                                                   | 0389 2342520                           |

|    |               |                                                                                                                                                     |                                                   |                                 |
|----|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|---------------------------------|
| 13 | Nagaland      | Nagaland State Disaster Management Authority, Civil Secretariat Kohima-797001                                                                       | sdma.nagaland@gmail.com, nsdma.nagaland@gmail.com | 0370-2270050                    |
| 14 | Odisha        | Odisha State Disaster Management Authority Rajiv Bhawan Unit V, Odisha Bhubaneswar-751001                                                           | osdma@osdma.org, md@osdma.org                     | 0674-2395398, 2395531           |
| 15 | Sikkim        | Sikkim State Disaster Management Authority, Land Revenue and Disaster Management Department, Tashiling Secretariat, Block-B Gangtok, Sikkim- 737101 | directorssdma@gmail.com                           | 03592201145                     |
| 16 | Tamil Nadu    | Tamil Nadu State Disaster Management Authority, Ezhilagam, Chepauk, Chennai-600005                                                                  | tnsdma.director@gmail.com<br>tnsdma@tn.gov.in     | 044-28528745, 044-28523299      |
| 17 | Tripura       | Tripura Disaster Management Authority 1 <sup>st</sup> Floor, New Capital Complex, Secretariat, Tripura Agartala-799001                              | secydws.sanitation2023@gmail.com                  | 0381 241 3357, 2418053, 2416045 |
| 18 | Uttar Pradesh | UPSDMA, Pick up Bhawan, Vibhuti Khand, Gomtinagar Uttar Pradesh-226001                                                                              | upsdma@gmail.com                                  | 0522-2306882, 2306823, 2723950, |

|    |             |                                                                                                                                                 |                                                   |                                                    |
|----|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|----------------------------------------------------|
| 19 | Delhi       | Delhi Disaster Management Authority (DDMA)<br>5, Sham Nath Marg<br>Prema Kunj, Civil Lines<br>Delhi, 110054                                     | specialceo-dm@delhi.gov.in<br>singh.sushil@gov.in | 23930611,<br>23928860, 011-<br>23936477            |
| 20 | Lakshadweep | Kavaratti UT of Lakshadweep<br>Kavaratti -682555                                                                                                | secretary-utl1@utl.gov.in<br>ldmaeoc@gmail.com    | 4896263725                                         |
| 21 | Gujarat     | Gujarat State Disaster Management Authority<br>Block No. 11,<br>5 <sup>th</sup> Floor, Udyog Bhawan<br>Sector-11<br>Gandhinagar- 382011         | ceo@gsdma.org<br>info@gsdma.com                   | 079--23259276,<br>23259275<br>23259302<br>23259246 |
| 22 | Puduchery   | I -Floor, New Revenue Complex,Vazhudavoor Road, Pettaiyanchathiram<br>Puducherry- 605 009                                                       | dcrev.pon@nic.in                                  | 0413-2299502                                       |
| 23 | Punjab      | Department Revenue Rehabilitation and Disaster Management<br>3 <sup>rd</sup> Floor, Punjab Civil Secretariat-1, Sector 1<br>Chandigarh - 160001 | fcr@punjab.gov.in                                 | 0172-2743854                                       |
| 24 | Uttarakhand | Uttarakhand State Disaster Management Authority 36, IT Park, Dehradun<br>Uttarakhand-248001                                                     | usdmauttara<br>khand@gmail.com                    | 0135-2710334<br>0135-2659850                       |
| 25 | Goa         | Goa State Disaster Management Authority<br>Administrative Block<br>Secretariat, Alto-Porvorim<br>Goa-403501                                     | sdma.goa.gov.in,<br>cs-go@nic.in                  | 0832-<br>2419550,0832<br>2419446                   |

|    |                           |                                                                                                                                                                                                   |                                          |                                                                             |
|----|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-----------------------------------------------------------------------------|
| 26 | West Bengal               | West Bengal Disaster Management & Civil Defence Department<br>Nabanna, 2 <sup>nd</sup> Floor, 325 Sarat Chatterjee Road<br>Mandirtala, Shibpur, Howrah -711102                                    | ps.dmd-wb@nic.in,<br>secrelief@wb.gov.in | 2214-3674                                                                   |
| 27 | Andaman & Nicobar Islands | Directorate of Disaster Management<br>Anticorruption Building<br>2nd Floor, Link Road<br>Goal Ghar Port Blair<br>744 101                                                                          | ddm.and@nic.in,<br>dirdmani@gmail.com    | 03192- 241774                                                               |
| 28 | Chandigarh                | UT of Chandigarh<br>Estate Office<br>Building Sector 17<br>Chandigarh-160017                                                                                                                      | dc-chd@nic.in                            | 0172-2700109                                                                |
| 29 | Leh -Ladakh               | Ladakh Disaster Management Authority,<br>Civil Secretariat,<br>Leh-Ladakh<br>Pin-194101                                                                                                           | admsecyut@gmail.com                      | 01982-255567                                                                |
| 30 | J & K                     | Civil Secretariat<br>Srinagar-190008                                                                                                                                                              | dmrrr-sec@jk.gov.in                      | 0191- 2545535,<br>2545725(Jammu)<br><br>0194-2506462,<br>2506418 (Srinagar) |
| 31 | Telangana                 | Telangana Disaster Response Fire Services<br>O/o Director General<br>Telangana Disaster Response and Fire Services, Beside IRDA<br>Nanakramguda Financial District, Hyderabad<br>Telangana-500032 | dg-fireservices@telangana.gov.in,        |                                                                             |



|    |             |                                                                                                                                             |                                |              |
|----|-------------|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|--------------|
| 32 | Rajasthan   | Disaster Management Relief & Civil Defence of Secretariat, Jaipur-302005                                                                    | relief-rj@nic.in               | 0141-2227084 |
| 33 | Maharashtra | Maharashtra State Disaster Management Authority Room No. 101 1 <sup>st</sup> Floor Main Building, Mantralaya Mumbai-40032                   | director.dm@maharashtra.gov.in |              |
| 34 | Haryana     | Haryana, Revenue & Disaster Management Department Room No. 429, 4 <sup>th</sup> Floor, New Haryana Secretariat, Sector-17 Chandigarh-160017 | secretaryrevenue2@gmail.com    | 0172-2704453 |

## Annexure - VI

### List of important institutions and suggestive sites for field visit

| Organisation                                                   | Address                                                                                                                                                                                                                      | Contact number(s)                        | Email                                                                                          | Website                                                           |
|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| National Disaster Management Authority                         | NDMA Bhawan,<br>A-1 Safdarjung Enclave<br>New Delhi - 110029                                                                                                                                                                 | +91-11-26701700                          | controlroom@ndma.gov.in                                                                        | <a href="https://ndma.gov.in/">https://ndma.gov.in/</a>           |
| National Institute of Disaster Management                      | NIDM, Delhi<br>Plot No. 15, Pocket-3<br>Block-B, Sector-29<br>Rohini, Delhi – 110042<br><br>NIDM, Vijayawada<br>(South Campus)<br>Kondapavaluru Village<br>Gannavaram Mandal<br>Krishna District<br>Andhra Pradesh<br>521212 | 011-20873412                             | info[dot]nidm[at]nic[dot]in                                                                    | <a href="https://nidm.gov.in/">https://nidm.gov.in/</a>           |
| Geological Survey of India (GSI)                               | 27 Jawaharlal Nehru Road, Kolkata 700016<br>West Bengal<br>(gsi.gov.in)                                                                                                                                                      | Tel: 033-2252 1779<br>/<br>033-2252 1714 | nmh4@gsi.gov.in (lands-slides nodal)<br>(bhusanket.gsi.gov.in)                                 | <a href="https://www.gsi.gov.in">https://www.gsi.gov.in</a>       |
| India Meteorological Department (IMD)                          | Mausam Bhawan<br>Lodi Road<br>New Delhi - 110003                                                                                                                                                                             | Tel: 011-24344253<br>/ 011-24344599      | ananda.das@imd.gov.in<br>(and duty-officer cyclone: cyclonewarningdivision@gmail.com) (Mausam) | <a href="https://mausam.imd.gov.in">https://mausam.imd.gov.in</a> |
| Indian National Centre for Ocean Information Services (INCOIS) | “Ocean Valley”<br>Pragathi Nagar<br>(BO) Nizampet (SO)<br>Hyderabad - 500090<br>Telangana                                                                                                                                    | Tel:<br>+91-40-23886000                  | webmaster@incois.gov.in<br>(incois.gov.in)                                                     | <a href="https://www.incois.gov.in">https://www.incois.gov.in</a> |

|                                             |                                                                                                                                          |                                                    |                                                                                      |                                                                                                   |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Wadia Institute of Himalayan Geology (WIHG) | 33 GMS Road<br>Near Ballapur<br>Chowk, Dehradun<br>248001/248171<br>Uttarakhand                                                          | Tel:<br>+91-135-2525555<br>also<br>+91-135-2525109 | director@<br>wihg.res.in<br>/ registrar@<br>wihg.res.in<br>(wihgnew.<br>wihg.res.in) | <a href="https://www.wihg.res.in">https://www.wihg.res.in</a>                                     |
| Indian Institute of Remote Sensing (IIRS)   | 4 Kalidas Road, P.O.<br>Box No 135, Dehradun<br>- 248001, Uttarakhand                                                                    | Tel:<br>+91-135-2524103                            | director@iirs.<br>gov.in (iirs.<br>gov.in)                                           | <a href="https://www.iirs.gov.in">https://www.iirs.gov.in</a>                                     |
| Survey of India (SOI)                       | O/o The Surveyor<br>General of India<br>Post Box No. 37<br>Survey of India,<br>Hathibarkala Estate<br>Dehradun – 248001<br>(Uttarakhand) | Tel:<br>+91-135-2743331<br>+91-135-2744064         | helpdesk.<br>soi@gov.in                                                              | <a href="https://www.surveyofindia.gov.in">https://www.surveyofindia.gov.in</a>                   |
| Indian Space Research Organisation (ISRO)   | Headquarters:<br>Antariksh Bhavan<br>New BEL Road<br>Bengaluru – 560 094<br>(Karnataka)                                                  | +91 80 22172119                                    | isropr[at]<br>isro[dot]<br>gov[dot]in                                                | <a href="https://www.isro.gov.in">https://www.isro.gov.in</a>                                     |
| National Remote Sensing Centre (NRSC)       | Balanagar<br>Hyderabad, Telangana<br>(Head office)                                                                                       | 04023879572<br>9573/9574                           | feedback@<br>nrsc.gov.in                                                             | <a href="https://www.nrsc.gov.in">https://www.nrsc.gov.in</a>                                     |
| Central Water Commission (CWC)              | 3 <sup>rd</sup> Floor (South)<br>Sewa Bhawan<br>R.K. Puram, Sector-1<br>New Delhi – 110066                                               | +91-11-26187232(0)                                 | secy-cwc[at]<br>nic[dot]in                                                           | <a href="https://cwc.gov.in/en/">https://cwc.gov.in/en/</a>                                       |
| Smritivan Earthquake Memorial and Museum    | Bhujio Dungar, Bhuj<br>Kutch – 370020<br>Gujarat                                                                                         | Tel:<br>+91-635-719-9991                           | smritivankut@<br>gmail.com                                                           | <a href="https://www.smritivanearthquakemuseum.com">https://www.smritivanearthquakemuseum.com</a> |
| 8 <sup>th</sup> Battalion NDRF              | Kamla Nehru Nagar<br>Ghaziabad(UP)<br>Pin - 201002                                                                                       | 0120-2766618                                       | up08-ndrf[at]<br>nic[dot]in                                                          | NA                                                                                                |

## **BBA 301-18 Organizational Behaviour**

**Course Objective:** This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behaviour in any organization.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1-** To explain the basics of Organizational behaviour and various challenges for OB.

**CO2-** To illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.

**CO3:** To examine the dynamics of group development and group properties.

**CO4:** To understand various dimensions of organisational culture.

**CO5:** To analyse the process of conflict management and approaches to stress management.

### **Unit I**

**Introduction:** Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour, challenges and opportunities for OB.

**Individual behaviour in organization:** Foundations of individual behaviour, Factors influencing Individual Behaviour.

**Learning:** Meaning, characteristics and theories: Classical conditioning theory, operant conditioning theory, social learning theory, behaviour modification.

### **Unit II**

**Perception:** Nature, importance, perceptual process, factors influencing perception, perceptual errors.

**Attitude:** Meaning, importance, components and types of work related attitude.

**Personality:** Meaning, determinants of personality, personality traits.

**Motivation:** Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

### **Unit III**

**Group behaviour in organization:** Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness,

**Work Teams:** Meaning, characteristics, types of team, Creating effective team.

**Leadership:** nature, leadership styles, Leadership theories: trait theory and behavioural theories.

### **Unit IV**

**Conflict Management:** Meaning, types and sources of conflict, Process of conflict management, approaches to conflict management.

**Stress management:** sources of stress, approaches for stress management.

**Organizational culture:** meaning, concept, types of culture, dimensions of organizational culture.

**Suggested Readings/ Books:**

- Robbins, *Organization Behaviour*, Pearson Education Asia
- Luthans, *Organization Behaviour*, Tata McGraw Hill
- Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- Aswathappa, *Organization Behaviour*, Himalaya

## **BBA 302-18 Marketing Management**

**Course Objective:** Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction. This course will imbibe the basic understanding among the students to become successful marketers.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Explain the basics of marketing, selling, marketing mix and its core concepts.

**CO2:** Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.

**CO3:** Develop necessary skills for effective market segmentation, targeting and positioning.

**CO4 –** Illustrate various components of product mix, product life cycle and comprehend the new product development process.

**CO5–** Develop an understanding of promotion mix and strategies for successful promotion

### **Unit I**

**Marketing:** Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro environment

### **Unit II**

**Market segmentation:** Need, concept, nature, basis and strategies, mass marketing vs. Segmentation.

**Marketing mix:** 4Ps of products and 7Ps of services, components and factors affecting mix.

### **Unit III**

**Product decisions:** Product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions.

**Pricing decisions:** importance, objectives, designing strategies, Pricing Techniques

### **Unit IV**

**Distribution:** Types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components.

**Product Promotion:** promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Designing and managing Integrated Marketing Communications.

### **Suggested Readings:**

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.
3. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
4. Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

## **BBA 303-18 COST AND MANAGEMENT ACCOUNTING**

**Course Objective:** To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Understand and differentiate between Cost accounting and management accounting.

**CO2:** Make managerial decisions regarding make or buy, acceptance or rejection of export offers and continuation or shut down of plant.

**CO3:** Estimate the breakeven point of the firm.

**CO4:** Understand and apply the concepts of budgetary control for better decision-making.

**CO5:** Understand and estimate material, labour, overheads and sales variances for comparing planned with actual results.

### **Unit – I**

**Introduction:** Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management.

**Ratio Analysis:** Meaning–Nature, different types of ratios, their uses and limitations, computation of various types of ratios – liquidity ratios, solvency ratios, profitability ratios, turnover ratios

### **Unit – II**

**Analysis and Interpretation of financial Statements:** Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements.

**Standard Costing:** Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances.

### **Unit – III**

**Budgetary Control:** Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting.

### **Unit – IV**

**Marginal Costing:** Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods, Margin of safety, Key factor, determination of cost indifference point.

**Suggested Readings:**

- Horngren, C. T., Sundem, G. L., Stratton, W. O., Burgstahler, D., & Schatzberg, J. (2011). *Introduction to management accounting*. Pearson Education International.
- Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. (2006). *Management Accounting*. Dorling Kindersley(India) Pvt. Ltd.
- Singh, Surender. (2016). *Management Accounting*. Scholar Tech Press, New Delhi.
- Garrison H., Ray and Eric W. Noreen. (2016). *Managerial Accounting*. McGraw Hill.
- Goel, Rajiv. (2013). *Management Accounting*. International Book House,
- Arora, M.N. (2012). *A Textbook of Cost and Management Accounting*. Vikas Publishing House, New Delhi.
- Maheshwari, S.N. and S.N. Mittal. (2017). *Management Accounting*. Shree Mahavir Book Depot, New Delhi.



## **BBA 304-18 Production and Operations Management**

**Course objective:** The course aims at developing knowledge about various steps of product, design, development, plant location, storage, production planning and control.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Understand ever growing importance of Production and Operations management in uncertain business environment.

**CO2:** Gain an in-depth understanding of resource utilization of an organization.

**CO3:** Appreciate the unique challenges faced by firms in services and manufacturing.

**CO4:** Understand the subject as a crucial part of functional management.

**CO5:** Develop skills to operate competitively in the current business scenario.

### **UNIT I**

Operations management: Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques .Process selection- Project, job, Batch, Mass and Process types of Production Systems.

### **UNIT - II**

Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques.

Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions. Production Planning & Control (PPC) –Concepts, Objectives, Functions.

### **UNIT – III**

Introduction to modern productivity techniques – just in time, Kanban system. Total Quality Management & six sigma.

Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept.

### **UNIT – IV**

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.

#### **Suggested Readings:**

1. Nair, Production & Operations management, 1st Edition, Tata McGraw Hill
2. Adam and Eben, Production & Operations management, 5th Edition, Prentice Hall, India.
3. Krajewski &Ritzman, Operations Management, 5th Edition, Pearson Education.
4. Buffa & Sarin, Modern Production/Operations Management, 8th Edition, John Wiley
5. Chary, Production & Operations Management, 2<sup>nd</sup> Edition, Tata McGraw

## **BBASEC 301-18 IT Tools for Business**

**Course Objective:** The purpose of this course is to provide a through exposure to the operating and office management tools available in different packages. A student can be exposed to the working knowledge of Windows based operating systems and software packages such as Windows-95, 98, 2000-Professional, windows -XP and MS -Office.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Develop understanding of computer fundamentals, functions and their classifications

**CO2:** Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system

**CO3:** Demonstrate proficiency in Microsoft word & Excel.

**CO4:** Apply formatting and editing features to enhance worksheets.

**CO5:** Use styles, themes, and conditional formats to customize worksheets.

### **Unit –I**

**Computer Fundamentals:** Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware) Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. Data Representation: Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion.

### **Unit –II**

**Computer Software:** Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low- and High-Level Languages. Computer Memory: Primary Memory & Secondary memory. Storage Media. **Introduction to Windows Operating System:** All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, renaming a File Using accessories such as calculator, paint brush, CD player, etc

### **Unit –III**

**MS-Word:** History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections. Indents and Outdents, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page breaks, Page numbers, Special Symbols and Dates Mail merge, Preview and Printings

command.

**MS-PowerPoint:** History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.

#### **Unit –IV**

**MS-Excel:** Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

**Note:** Relevant Case Studies should be discussed in class.

Suggested Readings:

- Ram, B.(2018). *Computer Fundamentals Architecture and Organization*. New Delhi: Age Publications
- Sinha, P.K. and Sinha, P. (2017). *Foundation of computing*. New Delhi: BPB Publications.
- Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.
- Rajaraman, V.(2014). *Fundamentals of Computers*. Delhi: Prentice-Hall.
- Roger,J. (2010). *Microsoft Access 2010*. Delhi: Pearson Education.
- Forouzan,(2009). *Basics of Computer Science*. India: Cengage Learning
- Levi, D.S., Kaminsky, P. (2007) *Designing and Managing the Supply Chain*. McGraw Hill
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## Semester Snapshot - Semester 2

### Entrepreneurship 102/201 (Marketing Basics)

6702-102-25

#### Introduction

This semester helps learners understand marketing as a practical life skill - not just "advertising." It teaches them how to communicate value, attract the right customers, and grow something small into something sustainable. Learners explore the basics of customer psychology, messaging, content creation, and simple sales strategies. Through hands-on activities, they will practice real marketing techniques for their micro-hustle or a simulated business idea, learning how to get attention, build trust, and generate sales.

#### Learners Objective

- Understand the core concepts of marketing using simple, relatable real-world examples.
- Learn how customers think, choose, and buy—and how businesses influence decisions ethically.
- Identify and define a target customer clearly instead of "selling to everyone."
- Create clear messaging: what they sell, who it helps, and why it matters.
- Use basic marketing channels (offline + online) to attract customers.
- Run a simple marketing campaign and measure what worked.
- Build confidence in selling, promoting, and talking about their product/service.

#### Outcome

By the end of this semester, learners will be able to market a product/service using basic strategies, attract real customers, and improve their results through feedback and experimentation.

#### Guiding Principles/Approach

This syllabus is built on action-based learning, clarity-first communication, and customer-first thinking. Learners don't just *study* marketing - they *practice* it in real situations through small experiments and repeated improvement. The course is designed to feel approachable and practical: learners create simple content, test messaging, talk to real people, and observe what influences decisions.

Instead of heavy theory, students build marketing skills through doing: customer discovery, storytelling, channel experiments, and reflection. The curriculum emphasizes confidence-building, ethical marketing, and communication as a leadership skill. By helping learners see results quickly (even small wins like one customer or one inquiry), the program builds motivation, creativity, and real-world business readiness.

## Semester 2 Curriculum

### Recap Milestone

The recap milestone focuses on revising all the 12 milestones of semester 1 and also helps students understand the upcoming 12 milestones journey of semester 2.

| Milestone # | Milestone Name         | Milestone Description                                                         | Task # | Task Title                               | Activity title                                              |
|-------------|------------------------|-------------------------------------------------------------------------------|--------|------------------------------------------|-------------------------------------------------------------|
| Recap       | Recap and Introduction | Revise what you learned in Semester 1 and plan what you will do in Semester 2 | 1      | Revise first 12 milestones of Semester 1 | Watch a video on "Semester 1 summary"                       |
|             |                        |                                                                               |        |                                          | Download 12 summary cards of Semester 1 milestones          |
|             |                        |                                                                               |        |                                          | Write 3 key learnings of Semester 1                         |
|             |                        |                                                                               |        |                                          | Write 3 things you will improve in semester 2               |
|             |                        |                                                                               |        |                                          | Attempt Semester 1 Recap Quiz                               |
|             |                        |                                                                               | 2      | Set your goals for Semester 2            | Learn how to 4X your revenue in Semester 02 using Marketing |
|             |                        |                                                                               |        |                                          | Read how famous brands use marketing to increase revenue    |
|             |                        |                                                                               |        |                                          | Set your marketing goals                                    |
|             |                        |                                                                               |        |                                          | Attempt Semester 2 Readiness Quiz                           |

### Milestone 13: Marketing Fundamentals

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

| Milestone # | Milestone Name                                      | Milestone Description                                                                          | Task # | Task Title                                 | Activity title                                                                       |
|-------------|-----------------------------------------------------|------------------------------------------------------------------------------------------------|--------|--------------------------------------------|--------------------------------------------------------------------------------------|
| 13          | Learn marketing fundamentals to scale your business | Learn how you can use multiple types of marketing to scale your business and grow your revenue | 1      | Understand what is marketing               | Watch a video on marketing fundamentals                                              |
|             |                                                     |                                                                                                |        |                                            | Read examples of famous marketing campaigns in India                                 |
|             |                                                     |                                                                                                |        |                                            | Explain what you learned about marketing                                             |
|             |                                                     |                                                                                                |        |                                            | Attempt task 01 quiz                                                                 |
|             |                                                     |                                                                                                | 2      | Learn different types of digital marketing | Watch a video on what is digital marketing                                           |
|             |                                                     |                                                                                                |        |                                            | Read a document on types of digital marketing                                        |
|             |                                                     |                                                                                                |        |                                            | Write what what kind of digital marketing works best for your business and why       |
|             |                                                     |                                                                                                |        |                                            | Attempt task 02 quiz                                                                 |
|             |                                                     |                                                                                                | 3      | Write 3 marketing ideas for your business  | Read a document on how businesses like yours are using marketing to generate revenue |
|             |                                                     |                                                                                                |        |                                            | Write 3 marketing ideas to scale your business                                       |
|             |                                                     |                                                                                                |        |                                            | Validate your ideas with 3-5 people                                                  |
|             |                                                     |                                                                                                |        |                                            | Shortlist the best idea and explain how it will generate revenue                     |
|             |                                                     |                                                                                                |        |                                            | Share your experience of doing this milestone                                        |
|             |                                                     | Attempt task 03 quiz                                                                           |        |                                            |                                                                                      |



WhatsApp Community Marketing milestone focuses on helping students learn how to build a WhatsApp community for their users and use it to generate trust, engagement, and sales.

| Year | Percentage of Respondents (%) |
|------|-------------------------------|
| 1990 | 65                            |
| 1991 | 66                            |
| 1992 | 67                            |
| 1993 | 68                            |
| 1994 | 69                            |
| 1995 | 70                            |
| 1996 | 71                            |
| 1997 | 72                            |
| 1998 | 73                            |
| 1999 | 74                            |
| 2000 | 75                            |
| 2001 | 76                            |
| 2002 | 77                            |
| 2003 | 78                            |
| 2004 | 85                            |

| Milest one #         | Milestone Name                             | Milestone Description                                                                         | Task # | Task Title                                           | Activity title                                                       |
|----------------------|--------------------------------------------|-----------------------------------------------------------------------------------------------|--------|------------------------------------------------------|----------------------------------------------------------------------|
| 14                   | Build and activate your WhatsApp community | Build a WhatsApp community for your users and use it to generate trust, engagement, and sales | 1      | Create your WhatsApp community                       | Watch a video on why you should build a WhatsApp Community           |
|                      |                                            |                                                                                               |        |                                                      | Read a document on how to create a WhatsApp community                |
|                      |                                            |                                                                                               |        |                                                      | Enter the name of your community                                     |
|                      |                                            |                                                                                               |        |                                                      | Upload your WhatsApp community link                                  |
|                      |                                            |                                                                                               |        |                                                      | Attempt task 01 quiz                                                 |
|                      |                                            |                                                                                               | 2      | Invite people to join your WhatsApp community        | Read a few sample invite and welcome messages                        |
|                      |                                            |                                                                                               |        |                                                      | Draft an invite message to invite 50 people to join your community   |
|                      |                                            |                                                                                               |        |                                                      | Draft a welcome message for your community members                   |
|                      |                                            |                                                                                               |        |                                                      | Upload a screenshot of your welcome message                          |
|                      |                                            |                                                                                               |        |                                                      | Attempt task 02 quiz                                                 |
|                      |                                            |                                                                                               | 3      | Engage your community users and start building trust | Learn 'how to engage people in your community'                       |
|                      |                                            |                                                                                               |        |                                                      | Read top 10 community engagement ideas for your business             |
|                      |                                            |                                                                                               |        |                                                      | Write 5 types of content to post weekly in your community            |
|                      |                                            |                                                                                               |        |                                                      | Create and upload your weekly calendar                               |
|                      |                                            |                                                                                               |        |                                                      | Attempt task 03 quiz                                                 |
|                      |                                            |                                                                                               | 4      | Get 3 sales from your WhatsApp Community             | Learn how to do soft-selling on community                            |
|                      |                                            |                                                                                               |        |                                                      | Create a community-only offer                                        |
|                      |                                            |                                                                                               |        |                                                      | Learn how to convert interested people into paid customers           |
|                      |                                            |                                                                                               |        |                                                      | Write a simple plan to generate 3 sales per month from the community |
|                      |                                            |                                                                                               |        |                                                      | Share your experience of doing this milestone                        |
| Attempt task 04 quiz |                                            |                                                                                               |        |                                                      |                                                                      |

### Milestone 15: Generating Content for Marketing using AI

AI-led Content creation and marketing milestone focuses on helping students learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs.

| Milestone # | Milestone Name                           | Milestone Description                                                                                   | Task # | Task Title                                  | Activity title                                                            |
|-------------|------------------------------------------|---------------------------------------------------------------------------------------------------------|--------|---------------------------------------------|---------------------------------------------------------------------------|
| 15          | Use AI to generate content for marketing | Learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs | 1      | Learn what is content marketing             | Watch a video on 'what is content marketing'                              |
|             |                                          |                                                                                                         |        |                                             | Learn which content works for brand awareness or revenue generation       |
|             |                                          |                                                                                                         |        |                                             | Write 3 types of content you believe your customers like                  |
|             |                                          |                                                                                                         |        |                                             | Attempt task 01 quiz                                                      |
|             |                                          |                                                                                                         | 2      | Generate content ideas to attract customers | Learn how to use AI to generate content marketing ideas for your business |
|             |                                          |                                                                                                         |        |                                             | Generate 10 small content ideas to attract your customers                 |
|             |                                          |                                                                                                         |        |                                             | Discuss the ideas with your users and take feedback                       |
|             |                                          |                                                                                                         |        |                                             | Shortlist top 3 content ideas to attract customers                        |
|             |                                          |                                                                                                         |        |                                             | Attempt task 02 quiz                                                      |
|             |                                          |                                                                                                         | 3      | Create your first brand video using AI      | Watch a video on "How to use AI tools to create simple short videos"      |
|             |                                          |                                                                                                         |        |                                             | Read this guide on how to ask AI to write a video script                  |
|             |                                          |                                                                                                         |        |                                             | Generate 5 ideas for your AI videos and write them here                   |
|             |                                          |                                                                                                         |        |                                             | Upload your AI generated video link                                       |
|             |                                          |                                                                                                         | 4      | Create a brand poster using AI              | Attempt task 03 quiz                                                      |
|             |                                          |                                                                                                         |        |                                             | Learn how to create a poster using AI                                     |
|             |                                          |                                                                                                         |        |                                             | Write a prompt for the poster will you create using AI                    |
|             |                                          |                                                                                                         |        |                                             | Upload the AI poster you have                                             |



|  |  |  |   |                       |                                                                        |
|--|--|--|---|-----------------------|------------------------------------------------------------------------|
|  |  |  |   |                       | created                                                                |
|  |  |  |   |                       | Post this poster in your WhatsApp community                            |
|  |  |  |   |                       | Attempt task 04 quiz                                                   |
|  |  |  | 5 | Write a blog using AI | Learn how to use prompt engineering to write content for your business |
|  |  |  |   |                       | Read list of topics on which you can write a blog                      |
|  |  |  |   |                       | Write the topic on which you will write a short blog                   |
|  |  |  |   |                       | Write the first version of your blog                                   |
|  |  |  |   |                       | Share your blog with your friends and faculty                          |
|  |  |  |   |                       | Share your experience of doing this milestone                          |
|  |  |  |   |                       | Attempt task 05 quiz                                                   |

## Milestone 16: Social Media Marketing

Social Media Marketing milestone focuses on helping students learn what social media marketing is and how to create a social media weekly plan that engages users and improves brand visibility.

| Milestone #          | Milestone Name                            | Milestone Description                                                                  | Task # | Task Title                           | Activity title                                                           |
|----------------------|-------------------------------------------|----------------------------------------------------------------------------------------|--------|--------------------------------------|--------------------------------------------------------------------------|
| 16                   | Plan your social media marketing strategy | Learn what is social media marketing and how can you execute it to scale your business | 1      | Learn what is social media marketing | Watch a video on "Introduction to Social media marketing"                |
|                      |                                           |                                                                                        |        |                                      | Learn different types of social media marketing                          |
|                      |                                           |                                                                                        |        |                                      | Read a document on how to use social media marketing to generate revenue |
|                      |                                           |                                                                                        |        |                                      | Write your understanding of social media marketing                       |
|                      |                                           |                                                                                        |        |                                      | Write one social media marketing idea for your business                  |
|                      |                                           |                                                                                        |        |                                      | Attempt Task 01 Quiz                                                     |
|                      |                                           |                                                                                        | 2      | Research your competitors            | Learn how to research your competitors                                   |
|                      |                                           |                                                                                        |        |                                      | Find your competitors                                                    |
|                      |                                           |                                                                                        |        |                                      | Write top 3 things your competitors are posting                          |
|                      |                                           |                                                                                        |        |                                      | Find one unique gap that you can capture                                 |
|                      |                                           |                                                                                        |        |                                      | Attempt task 02 quiz                                                     |
|                      |                                           |                                                                                        | 3      | Finalize your content pillars        | Watch a video on 'what are content pillars'                              |
|                      |                                           |                                                                                        |        |                                      | Read examples of 'content pillars'                                       |
|                      |                                           |                                                                                        |        |                                      | Write 5 content pillars for your social media strategy                   |
|                      |                                           |                                                                                        |        |                                      | Attempt task 03 quiz                                                     |
|                      |                                           |                                                                                        | 4      | Create your weekly social media plan | Watch a video on 'how to create a weekly social media plan'              |
|                      |                                           |                                                                                        |        |                                      | Look at examples of 'social media calendar'                              |
|                      |                                           |                                                                                        |        |                                      | Create and upload your weekly calendar                                   |
|                      |                                           |                                                                                        |        |                                      | Upload the link of your Instagram Channel                                |
|                      |                                           |                                                                                        |        |                                      | Share your experience of doing this milestone                            |
| Attempt task 04 quiz |                                           |                                                                                        |        |                                      |                                                                          |

## Milestone 17: Trust-led Marketing

Trust-led Marketing milestone focuses on helping students build trust through social media proofs, testimonials, or basic engagement and later converting them into leads and sales.

| Milestone #                                   | Milestone Name                          | Milestone Description                                                               | Task # | Task Title                                                      | Activity title                                                      |
|-----------------------------------------------|-----------------------------------------|-------------------------------------------------------------------------------------|--------|-----------------------------------------------------------------|---------------------------------------------------------------------|
| 17                                            | Generate leads and turn them into sales | Use testimonials, conversations, and daily posts to generate leads and close sales. | 1      | Use social proof to build trust                                 | Identify 2 happy customers                                          |
|                                               |                                         |                                                                                     |        |                                                                 | Create a testimonial post with CTA                                  |
|                                               |                                         |                                                                                     |        |                                                                 | Post testimonial on social media                                    |
|                                               |                                         |                                                                                     |        |                                                                 | Post testimonial on the community                                   |
|                                               |                                         |                                                                                     |        |                                                                 | Attempt task 01 quiz                                                |
|                                               |                                         |                                                                                     | 2      | Make people share their problems                                | Learn how to ask open-ended questions                               |
|                                               |                                         |                                                                                     |        |                                                                 | List 5 customer problems                                            |
|                                               |                                         |                                                                                     |        |                                                                 | Post these problems in community and social media                   |
|                                               |                                         |                                                                                     |        |                                                                 | Evaluate top 2 problems customers face                              |
|                                               |                                         |                                                                                     |        |                                                                 | Encourage people to share their problems                            |
|                                               |                                         |                                                                                     | 3      | Help your users with 3-5 days content sprint and generate leads | Attempt task 02 quiz                                                |
|                                               |                                         |                                                                                     |        |                                                                 | Brainstorm or use AI to create a solution document for each problem |
|                                               |                                         |                                                                                     |        |                                                                 | Post solution to 1 problem on a daily basis                         |
|                                               |                                         |                                                                                     |        |                                                                 | DM people to check if your solution is helping them                 |
|                                               |                                         |                                                                                     |        |                                                                 | Write how many leads did you generate                               |
|                                               |                                         |                                                                                     | 4      | Convert leads into sales                                        | Attempt task 03 quiz                                                |
|                                               |                                         |                                                                                     |        |                                                                 | Learn how to convert leads into sales                               |
|                                               |                                         |                                                                                     |        |                                                                 | Soft sell your offering in community and social media               |
|                                               |                                         |                                                                                     |        |                                                                 | DM people how can your product help them better                     |
|                                               |                                         |                                                                                     |        |                                                                 | Follow up after 24 to 48 hours                                      |
| Write how many leads you converted into sales |                                         |                                                                                     |        |                                                                 |                                                                     |
| Share your experience of doing this milestone |                                         |                                                                                     |        |                                                                 |                                                                     |
| Attempt task 04 quiz                          |                                         |                                                                                     |        |                                                                 |                                                                     |



### Milestone 18: Viral/Trend Marketing

Viral Marketing milestone focuses on helping students learn how to launch viral campaigns for their businesses using the latest trends and make their brand go viral without spending any money.

| Milest<br>one #                               | Milestone<br>Name                 | Milestone<br>Description                                                                        | Task<br># | Task Title                                                          | Activity title                                          |
|-----------------------------------------------|-----------------------------------|-------------------------------------------------------------------------------------------------|-----------|---------------------------------------------------------------------|---------------------------------------------------------|
| 18                                            | Make<br>your<br>brand go<br>viral | Design viral<br>marketing<br>campaigns to<br>reach 5X users<br>without<br>spending any<br>money | 1         | Learn viral<br>marketing                                            | Understand what is virality and how it works            |
|                                               |                                   |                                                                                                 |           |                                                                     | Read about top 10 viral marketing campaigns<br>in India |
|                                               |                                   |                                                                                                 |           |                                                                     | Write 3 reasons why people share content                |
|                                               |                                   |                                                                                                 |           |                                                                     | Attempt task 01 quiz                                    |
|                                               |                                   |                                                                                                 | 2         | Design 2<br>viral<br>campaigns<br>for your<br>business              | Learn 5 types of common viral marketing<br>strategies   |
|                                               |                                   |                                                                                                 |           |                                                                     | Read 10 viral marketing ideas for your<br>business      |
|                                               |                                   |                                                                                                 |           |                                                                     | Design 2 viral campaigns for your business              |
|                                               |                                   |                                                                                                 |           |                                                                     | Take feedback from people and finalize one<br>campaign  |
|                                               |                                   |                                                                                                 |           |                                                                     | Set your campaign targets                               |
|                                               |                                   |                                                                                                 |           |                                                                     | Attempt task 02 quiz                                    |
|                                               |                                   |                                                                                                 | 3         | Launch one<br>viral<br>campaign to<br>increase<br>customer<br>reach | Create your campaign launch video or poster             |
|                                               |                                   |                                                                                                 |           |                                                                     | Create your campaign launch message                     |
|                                               |                                   |                                                                                                 |           |                                                                     | Launch your campaign on your social media<br>platform   |
|                                               |                                   |                                                                                                 |           |                                                                     | Launch your campaign in your WhatsApp<br>community      |
|                                               |                                   |                                                                                                 |           |                                                                     | Attempt task 03 quiz                                    |
|                                               |                                   |                                                                                                 | 4         | Promote<br>your<br>campaign to<br>make it<br>viral                  | Share your campaign in other groups and<br>forums       |
|                                               |                                   |                                                                                                 |           |                                                                     | Measure your campaign performance                       |
|                                               |                                   |                                                                                                 |           |                                                                     | Learn how to improve your campaign                      |
|                                               |                                   |                                                                                                 |           |                                                                     | Analyze your campaign and record final<br>metrics       |
|                                               |                                   |                                                                                                 |           |                                                                     | Enter the summary of your campaign                      |
| Share your experience of doing this milestone |                                   |                                                                                                 |           |                                                                     |                                                         |
| Attempt task 04 quiz                          |                                   |                                                                                                 |           |                                                                     |                                                         |

### Milestone 19: BTL/Offline Marketing

BTL/Offline Marketing milestone focuses on helping users learn about BTL (below the line) or offline marketing and use it to reach out to local customers and generate revenue.

| Milestone #                                   | Milestone Name                              | Milestone Description                                              | Task # | Task Title                                | Activity title                                              |
|-----------------------------------------------|---------------------------------------------|--------------------------------------------------------------------|--------|-------------------------------------------|-------------------------------------------------------------|
| 19                                            | Drive revenue through offline/BTL marketing | Use offline activities to reach local customers and generate sales | 1      | Understand offline or BTL marketing       | Watch a video on what is BTL marketing                      |
|                                               |                                             |                                                                    |        |                                           | Read about famous BTL marketing campaigns                   |
|                                               |                                             |                                                                    |        |                                           | Write how you can use BTL marketing for your business       |
|                                               |                                             |                                                                    |        |                                           | Attempt task 01 quiz                                        |
|                                               |                                             |                                                                    | 2      | Pick your offline marketing idea          | Learn about common offline tactics for your business        |
|                                               |                                             |                                                                    |        |                                           | Write 1 offline marketing idea you can execute              |
|                                               |                                             |                                                                    |        |                                           | Design your brand poster for offline marketing              |
|                                               |                                             |                                                                    |        |                                           | Create your offline marketing offer or pitch                |
|                                               |                                             |                                                                    |        |                                           | Practice your pitch with friends and take feedback          |
|                                               |                                             |                                                                    |        |                                           | Attempt task 02 quiz                                        |
|                                               |                                             |                                                                    | 3      | Execute offline marketing in local market | Identify people or locations in local for offline marketing |
|                                               |                                             |                                                                    |        |                                           | Pitch to at least 10 real customers                         |
|                                               |                                             |                                                                    |        |                                           | Collect contact details for WhatsApp Community invite       |
|                                               |                                             |                                                                    |        |                                           | Close at least one sale                                     |
|                                               |                                             |                                                                    |        |                                           | Write your offline marketing metrics                        |
| Share your experience of doing this milestone |                                             |                                                                    |        |                                           |                                                             |
| Attempt task 03 quiz                          |                                             |                                                                    |        |                                           |                                                             |

## Milestone 20: Collaboration and Affiliate Marketing

Collaboration and Affiliate Marketing milestone focuses on helping users learn about affiliate marketing and how to collaborate with individuals/businesses to reach more customers and generate revenue.

| Milestone #          | Milestone Name                                       | Milestone Description                                                 | Task # | Task Title                                        | Activity title                                                                  |
|----------------------|------------------------------------------------------|-----------------------------------------------------------------------|--------|---------------------------------------------------|---------------------------------------------------------------------------------|
| 20                   | Grow through collaboration and affiliation marketing | Use partners and affiliates to reach new audiences and generate sales | 1      | Understand affiliate marketing and collaboration  | Watch a video on what is affiliate marketing                                    |
|                      |                                                      |                                                                       |        |                                                   | Read about top collaboration or affiliate marketing campaigns                   |
|                      |                                                      |                                                                       |        |                                                   | Learn 10 common types of collaboration or affiliate marketing for your business |
|                      |                                                      |                                                                       |        |                                                   | Pick 3 types that can work for your business                                    |
|                      |                                                      |                                                                       |        |                                                   | Attempt task 01 quiz                                                            |
|                      |                                                      |                                                                       | 2      | Design your affiliation model                     | Learn how to start an affiliation program                                       |
|                      |                                                      |                                                                       |        |                                                   | Decide your commission structure                                                |
|                      |                                                      |                                                                       |        |                                                   | Write a pitch for partnership                                                   |
|                      |                                                      |                                                                       |        |                                                   | Attempt task 03 quiz                                                            |
|                      |                                                      |                                                                       | 3      | Finalize one person or business for collaboration | Learn how to find a right partner for collaboration                             |
|                      |                                                      |                                                                       |        |                                                   | Create a list of 5 to 10 people or businesses for collaboration                 |
|                      |                                                      |                                                                       |        |                                                   | Send your partnership pitch to potential partners                               |
|                      |                                                      |                                                                       |        |                                                   | Write the name of one final partner                                             |
|                      |                                                      |                                                                       |        |                                                   | Attempt task 03 quiz                                                            |
|                      |                                                      |                                                                       | 4      | Execute the collaboration                         | Explain how will the partner market your brand                                  |
|                      |                                                      |                                                                       |        |                                                   | Post the link or screenshot of successful collaboration                         |
|                      |                                                      |                                                                       |        |                                                   | Respond to new leads within 24 hours                                            |
|                      |                                                      |                                                                       |        |                                                   | Close at least one sale                                                         |
| Attempt task 04 quiz |                                                      |                                                                       |        |                                                   |                                                                                 |

|  |  |  |   |                            |                                                    |
|--|--|--|---|----------------------------|----------------------------------------------------|
|  |  |  | 5 | Measure your collaboration | Write number of leads generated                    |
|  |  |  |   |                            | Write number of sales closed and revenue generated |
|  |  |  |   |                            | Write what worked and how to improve collaboration |
|  |  |  |   |                            | Share your experience of doing this milestone      |
|  |  |  |   |                            | Attempt task 05 quiz                               |



## Milestone 21: Advertising Marketing (Meta)

Advertising Marketing milestone focuses on helping users learn how to post a paid ad on Meta (Instagram and Facebook) promoting their business and reach to more users or generate revenue.

| Milestone # | Milestone Name                 | Milestone Description                                                 | Task # | Task Title                             | Activity title                                                  |
|-------------|--------------------------------|-----------------------------------------------------------------------|--------|----------------------------------------|-----------------------------------------------------------------|
| 21          | Run your first ad on Instagram | Learn how to boost posts or run simple video ads to reach new viewers | 1      | Setup your Meta Business Suite         | Watch a video on why to run ads on Meta                         |
|             |                                |                                                                       |        |                                        | Learn different types of ads                                    |
|             |                                |                                                                       |        |                                        | Read the guide on Meta Ad account setup                         |
|             |                                |                                                                       |        |                                        | Setup your Meta Ad account                                      |
|             |                                |                                                                       |        |                                        | Attempt task 01 quiz                                            |
|             |                                |                                                                       | 2      | Design your first paid ad              | Watch samples of good ad designs for your business              |
|             |                                |                                                                       |        |                                        | Finalize your ad objective                                      |
|             |                                |                                                                       |        |                                        | Upload the final draft of your ad with final copy and creatives |
|             |                                |                                                                       |        |                                        | Attempt task 02 quiz                                            |
|             |                                |                                                                       | 3      | Define your target audience and budget | Watch a video on 'how to target the right people for ad'        |
|             |                                |                                                                       |        |                                        | Define your target audience                                     |
|             |                                |                                                                       |        |                                        | Learn how to decide the right budget for your ad                |
|             |                                |                                                                       |        |                                        | Decide your final budget                                        |
|             |                                |                                                                       | 4      | Launch your ad                         | Attempt task 03 quiz                                            |
|             |                                |                                                                       |        |                                        | Learn how to create and launch your ad                          |
|             |                                |                                                                       |        |                                        | Create your ad and review ad preview                            |
|             |                                |                                                                       |        |                                        | Upload the screenshot of launched ad                            |
|             |                                |                                                                       | 5      | Manage incoming leads from ad          | Attempt task 04 quiz                                            |
|             |                                |                                                                       |        |                                        | Draft a message for incoming leads                              |
|             |                                |                                                                       |        |                                        | Send draft message to leads within 24 hours                     |
|             |                                |                                                                       |        |                                        | Pitch your offer to leads and follow                            |



|  |  |  |   |                                                    |
|--|--|--|---|----------------------------------------------------|
|  |  |  |   | up                                                 |
|  |  |  |   | Close at least one sale                            |
|  |  |  |   | Attempt task 05 quiz                               |
|  |  |  | 6 | Learn metrics to measure ad performance            |
|  |  |  |   | Write money spent and leads or impressions         |
|  |  |  |   | Mention CPL or CPM                                 |
|  |  |  |   | Write revenue generated and number of sales closed |
|  |  |  |   | Write what worked and how to improve ads in future |
|  |  |  |   | Share your experience of doing this milestone      |
|  |  |  |   | Attempt task 06 quiz                               |

## Milestone 22: Psychological Marketing

Psychological Marketing milestone focuses on helping users identify psychological triggers like urgency, pricing, and offers, and use them to increase conversions and revenue.

| Milestone #                                   | Milestone Name                               | Milestone Description                                                             | Task # | Task Title                                       | Activity title                                                  |
|-----------------------------------------------|----------------------------------------------|-----------------------------------------------------------------------------------|--------|--------------------------------------------------|-----------------------------------------------------------------|
| 22                                            | Use Psychological Triggers to Increase Sales | Learn how to use urgency, pricing, and offers to increase conversions and revenue | 1      | Understand the psychological triggers            | Learn why people buy products                                   |
|                                               |                                              |                                                                                   |        |                                                  | Share a story of one product you purchased because of a trigger |
|                                               |                                              |                                                                                   |        |                                                  | Identify buying triggers for your business                      |
|                                               |                                              |                                                                                   |        |                                                  | Attempt task 01 quiz                                            |
|                                               |                                              |                                                                                   | 2      | Execute FOMO or urgency marketing                | Learn how to create a FOMO or urgency marketing campaign        |
|                                               |                                              |                                                                                   |        |                                                  | Write how will you create FOMO or urgency for your customers    |
|                                               |                                              |                                                                                   |        |                                                  | Create one FOMO/urgency marketing campaign                      |
|                                               |                                              |                                                                                   |        |                                                  | Launch your campaign on social media and community              |
|                                               |                                              |                                                                                   |        |                                                  | Attempt task 02 quiz                                            |
|                                               |                                              |                                                                                   | 3      | Execute one offer or discount marketing campaign | Learn how to create offer or discounting marketing campaigns    |
|                                               |                                              |                                                                                   |        |                                                  | Write how will you create an offer/discount campaign            |
|                                               |                                              |                                                                                   |        |                                                  | Create one offer/discount campaign for your customers           |
|                                               |                                              |                                                                                   |        |                                                  | Launch your campaign on social media and community              |
| Share your experience of doing this milestone |                                              |                                                                                   |        |                                                  |                                                                 |
| Attempt task 03 quiz                          |                                              |                                                                                   |        |                                                  |                                                                 |

### Milestone 23: Data-Driven Marketing

Data-Driven Marketing milestone focuses on helping users analyze the data of the last 10 milestones and run specific campaigns or ideas that resulted in lead generation or revenue.

| Milestone # | Milestone Name                           | Milestone Description                                                                                                    | Task # | Task Title                                          | Activity title                                               |
|-------------|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------|-----------------------------------------------------|--------------------------------------------------------------|
| 23          | Use Data-Driven Marketing to Grow Faster | Analyze data of the last 10 milestones to identify top campaigns or ideas and decide what to continue, improve, or stop. | 1      | Analyze your marketing data                         | Learn how businesses make decisions using data               |
|             |                                          |                                                                                                                          |        |                                                     | List 3 things that worked well and why                       |
|             |                                          |                                                                                                                          |        |                                                     | List 3 things that didn't work well and why                  |
|             |                                          |                                                                                                                          |        |                                                     | Attempt task 01 quiz                                         |
|             |                                          |                                                                                                                          | 2      | Re-execute top performing campaign                  | Re-execute top 1-2 campaigns for 1 week                      |
|             |                                          |                                                                                                                          |        |                                                     | Write how it helped generate leads or revenue                |
|             |                                          |                                                                                                                          |        |                                                     | Attempt task 02 quiz                                         |
|             |                                          |                                                                                                                          | 3      | Improve one low performing campaign and relaunch it | Pick one low performing campaign and write how to improve it |
|             |                                          |                                                                                                                          |        |                                                     | Improve the campaign and relaunch it                         |
|             |                                          |                                                                                                                          |        |                                                     | Measure its performance and see if it was better             |
|             |                                          |                                                                                                                          |        |                                                     | Share your experience of doing this milestone                |
|             |                                          |                                                                                                                          |        |                                                     | Attempt task 03 quiz                                         |

### Milestone 24: Closure and Next Step

The final milestone focuses on helping users reflect on their learnings and also create an action plan for the next few months to continue to scale and grow their business.

| Milestone # | Milestone Name              | Milestone Description                                                                        | Task # | Task Title                         | Activity title                                           |
|-------------|-----------------------------|----------------------------------------------------------------------------------------------|--------|------------------------------------|----------------------------------------------------------|
| 24          | Plan your next growth phase | Document your 12 weeks of learning and create a 1 month plan to scale and grow your business | 1      | Review your progress               | List all the ideas you executed                          |
|             |                             |                                                                                              |        |                                    | Write which milestone helped you the most and how        |
|             |                             |                                                                                              |        |                                    | Write which milestone helped you the least and why       |
|             |                             |                                                                                              |        |                                    | Write your key learnings from this semester              |
|             |                             |                                                                                              |        |                                    | Create a not-to-do list for your business                |
|             |                             |                                                                                              |        |                                    | Attempt task 01 quiz                                     |
|             |                             |                                                                                              | 2      | Create your 1 month marketing plan | Learn how to create a 1 month marketing plan             |
|             |                             |                                                                                              |        |                                    | Set your marketing goal                                  |
|             |                             |                                                                                              |        |                                    | Create and upload your 1 month plan to achieve this goal |
|             |                             |                                                                                              |        |                                    | Share your experience of doing this milestone            |
|             |                             |                                                                                              |        |                                    | Attempt final semester quiz                              |

## **BMPD302-18 Mentoring and Professional Development**

### **Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.  
For achieving the above, suggestive list of activities to be conducted are:

#### **Part – A (Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

#### **Part – B (Outdoor Activities)**

7. Sports/NSS/NCC
8. Field project.
9. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.