Information Bulletin – March 2020

WORLD CLASS SKILL CENTRE (WCSC)

"SKILLS THAT SHAPE THE WORLD"

Admission in One Year Full Time Certificate Courses in Seven World Class Skill Centers, Delhi

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(For 1400 Seats in 7 Centres & 9 different Courses)

- ❖ **World Class Skill Centre, Vivek Vihar, ND-95**
- ❖ **WCSC, Institute Of Basic Business Studies, BTC Pusa, Pusa, ND-12**
- ❖ **WCSC, Rajokari Institute of Technology, Rajokari, ND-38**
- ❖ **WCSC, Society For Self Employment, Jhandewalan, ND-55**
- ❖ **WCSC, Integrated Institute Of Technology Dwarka, Sector 9, Dwarka, ND-77**
- ❖ **WCSC, Delhi Institute Of Pharmaceutical Sciences And Research, Pushp Vihar, Sector 3, MB Road, ND-17**
- ❖ **WCSC, Society For Self Employment, Wazirpur, ND-52**

Last Date of Submission of Application Form: 20 March 2020

Dr. G. Narendra Kumar
Pr. Secretary, TTE

Sh. Sarpreet Singh Gill
Director, TTE

Sh. Rajanish Kumar Singh
Joint Director (Admn), TTE

Sh. O.P. Shukla
Joint Director (Plg./Tech), DTTE

Sh. Ajay Narain Gaur
Deputy Director, WCSC/ (Admn. & Vig.), DTTE

Sh. Ajay Vashisht
Principal cum Project Director, WCSC Vivek Vihar

WORLD CLASS SKILL CENTRE (WCSC)

(WCSC, Vivek Vihar, Delhi set up in Technical Assistance from Institute of Technical Education (ITE), Govt. of Singapore)

Orientation day of WCSC, Vivek Vihar at Kamani Auditorium, Delhi

SKILLS THAT SHAPE THE WORLD

ADMISSION IN FULL TIME CERTIFICATE COURSES IN

- ❖ Hospitality Operations
- ❖ Retail Services
- ❖ Finance Executive
- ❖ Digital Marketing And Web Development
- ❖ Digital Marketing and Data Analytics
- ❖ Sports Digitalization & Performance Management
- ❖ Food Production
- ❖ Beauty & Wellness Consultant
- ❖ Sports Fitness & Yoga Application

The Institute of Technical Education, Singapore
Provided Technical assistance to WCSC, Vivek Vihar, Delhi on:

- ❑ WCSC Campus Design and Building Works
- ❑ Design of Facilities in WCSC
- ❑ Procurement of Training Equipment & Commissioning of Workshops
- ❑ Curriculum Design and Development
- ❑ Training of the Trainers
- ❑ Training of Centre Management Staff
- ❑ Training, Supervision
- ❑ Inspection

Infrastructure Facilities at WCSC, Vivek Vihar

Contents

1. INTRODUCTION

The Government of Delhi addressed the shortage of skilled manpower through an ambitious green field project by setting up 'World Class Skill Centre (WCSC)' in Delhi with Technical Assistance from Govt. of Singapore for setting up its first centre at Vivek Vihar, Delhi. Government of Delhi has engaged with Government of Singapore through an MOU to collaborate on this project with ITE, Singapore. The MOU was signed on 11th July 2012, during the visit of Hon'ble Prime Minister of Singapore to India.

Sh. Ramadorai, Advisor to then Hon'ble Prime Minister on Skill Development along with Mr. Jonathan TO, the then Dy. High Commissioner of Singapore & Mr. N. G. Cher Pong, Dy. Secretary, Ministry of Education, Government of Singapore

WHY ITE, SINGAPORE

The Institute of Technical Education (ITE) was established as a post-secondary institution in 1992 under the Ministry of Education (MOE), Singapore. ITE is the principal provider of career technical education in Singapore at the technician or semi-professional level, and the principal authority for national occupational skills certification and standards. ITE is guided by its current five-year roadmap, the ITE innovate (2010-2014), to propel ITE to be **A Global Leader for Innovations in Technical Education.** ITE takes pride in its unique brand of college Education that is based on a holistic **"Hands-on, Minds-on, Hearts-on"**

➤ **"Hands-on"** training to equip ITE students with the required skills-set for employment.

➤ **"Minds-on"** learning to develop them into independent-thinking and flexible practitioners, equipped to manage rapid changes in the environment.

➤ **"Hearts-on"** learning to develop "complete" ITE students, who have the passion for what they do, self-belief and care for the community and society.

Through the internationally-recognized **DACUM** (**D**eveloping **A Curriculum**) process, ITE ensures that its candidates are equipped with skills needed by industry. World Class Skill Centre has adopted all the best practices offered by ITE Singapore through MOU for technical assistant way back in 2012.

The setting up of further six World Class Skill Centers in Delhi from March 2019 is conceived as a pioneering effort of national interest, and will set a benchmark for vocational training in the country. The approach of this prestigious national asset is of "institution creation" rather than "infrastructure creation". The vision is to provide world class skills to the youth of India by imparting world class training, training technologies and world class physical environment. The setting of these institutes will demonstrate that the students skilled at the institute are valued assets of the country who are qualified for global opportunities as well.

Presently seven centers are operational in Delhi namely, WCSC(Vivek Vihar), WCSC IBBS BTC Campus (Pusa), WCSC IITD (Dwarka), WCSC DPSRU, WCSC SSE (Wazirpur), WCSC SSE (Jhandewalan), WCSC RIT (Rajokari) with nine courses in Hospitality Operations, Retail Services, Finance Executive, Digital Marketing & Web Development, Beauty & Wellness Consultant, Sports Fitness & Yoga Application, Sports Digitalization and Performance Management, Digital Marketing and Data Analytics and Food Production with the world class facilities for the trainees. Fully air-conditioned classrooms, state-of-the-art infrastructure for imparting world class training – Projectors, computers, separate subject wise labs equipped with all requisite gadgets, trained and industry experience faculty guided by the vision to help students achieve their best makes the institute truly world class.

Opening Ceremony of Six newly opened WCSC Centers, at WCSC, Vivek Vihar

2. INTRODUCTION TO WCSC COURSES

Nine courses are being run in seven WCSC centres across Delhi. A list of courses being run in each centre is as under:

1. **CENTRE:- WCSC VIVEK VIHAR**
   AVAILABLE COURSES:-
   - Hospitality Operations
   - Retail Services
   - Digital Marketing and Web Development
   - Finance Executive

2. **CENTRE:- WCSC IBBS PUSA**
   AVAILABLE COURSES:-
   - Hospitality Operations
   - Retail Services
   - Finance Executive

3. **CENTRE:- WCSC, IITD DWARKA**
   AVAILABLE COURSES:-
   - Hospitality Operations
   - Digital Marketing and Data Analytics
   - Beauty and Wellness Consultant

4. **CENTRE:- WCSC, DPSRU**
   AVAILABLE COURSES:-
   - Beauty and Wellness Consultant
   - Sports Fitness and Yoga Application
   - Sports Digitalization and Performance Management

5. **CENTRE:- WCSC, SSE, WAZIRPUR**
   AVAILABLE COURSES:-
   - Finance Executive
   - Food production

6. **CENTRE:- WCSC, SSE, JHANDEWALAN**
   AVAILABLE COURSES:-
   - Retail Services
   - Food production

7. **CENTRE:- WCSC, RIT, RAJOKRI**
   AVAILABLE COURSES:-
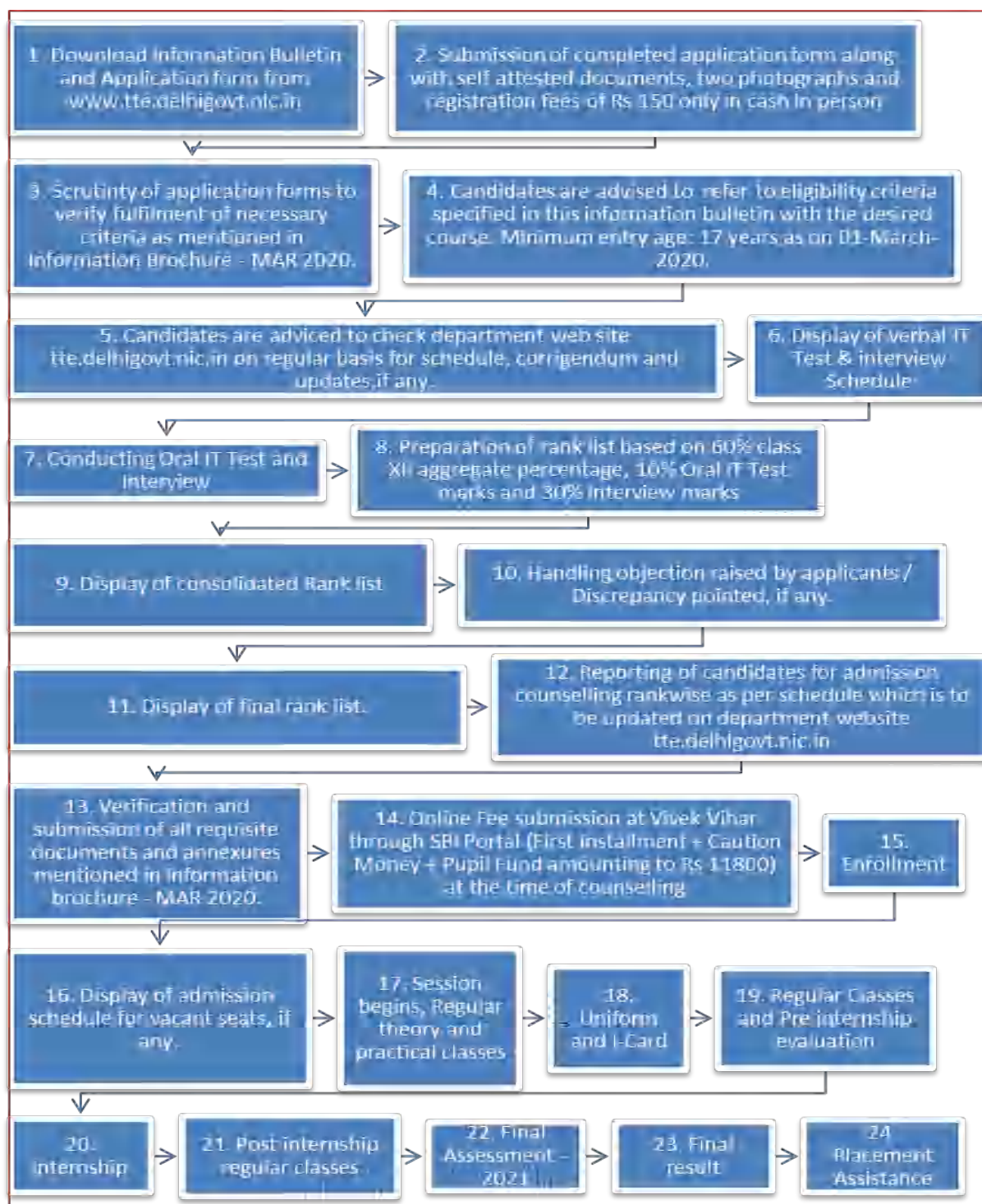   - Digital Marketing and Data Analytics

Students from Stand Ford Business School, USA visited WCSC Vivek Vihar on 18th Dec' 2019

Opening Ceremony of Six newly opened WCSC Centers, at WCSC, Vivek Vihar on 17th Jan' 2019

3. PROGRAMME IN PRINCIPLE

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┌─────────────────────────────────┐      ┌─────────────────────────────────────┐
│ 1. Download Information Bulletin │  →   │ 2. Submission of completed applica-  │
│    and Application form from      │      │    tion form along with self at-    │
│    www.tte.delhigovt.nic.in       │      │    tested documents, two photographs│
│                                   │      │    and registration fees of Rs 150  │
│                                   │      │    only in cash in person           │
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              ↓
┌─────────────────────────────────┐      ┌─────────────────────────────────────┐
│ 3. Scrutiny of application forms │  →   │ 4. Candidates are advised to refer  │
│    to verify fulfilment of        │      │    to eligibility criteria specified│
│    necessary criteria as men-     │      │    in this information bulletin with │
│    tioned in Information Brochure  │      │    the desired course. Minimum entry │
│    - MAR 2020.                     │      │    age: 17 years as on 01-March-2020.│
└─────────────────────────────────┘      └─────────────────────────────────────┘
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┌──────────────────────────────────────────────────────┐   ┌─────────────────────┐
│ 5. Candidates are advised to check department web site │ → │ 6. Display of Verbal │
│    tte.delhigovt.nic.in on regular basis for schedule, │   │    IT Test & interview│
│    corrigendum and updates,if any.                     │   │    Schedule           │
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┌─────────────────────────────────┐      ┌─────────────────────────────────────┐
│ 7. Conducting Oral IT Test and   │  →   │ 8. Preparation of rank list based on│
│    Interview                      │      │    60% class XII aggregate percent- │
│                                   │      │    age, 10% Oral IT Test marks and  │
│                                   │      │    30% Interview marks              │
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│ 9. Display of consolidated Rank  │  →   │ 10. Handling objection raised by    │
│    list                           │      │     applicants / Discrepancy        │
│                                   │      │     pointed, if any.                │
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│ 11. Display of final rank list.  │  →   │ 12. Reporting of candidates for ad- │
│                                   │      │     mission counselling rankwise as │
│                                   │      │     per schedule which is to be     │
│                                   │      │     updated on department website   │
│                                   │      │     tte.delhigovt.nic.in            │
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┌──────────────────────┐   ┌──────────────────────────────┐   ┌──────────────┐
│ 13. Verification and  │ → │ 14. Online Fee submission at  │ → │ 15.          │
│     submission of all │   │     Vivek Vihar through SBI    │   │ Enrollment   │
│     requisite docu-   │   │     Portal (First installment │   │              │
│     ments and annex-  │   │     + Caution Money + Pupil    │   │              │
│     ures mentioned in │   │     Fund amounting to Rs 11800)│   │              │
│     Information bro-   │   │     at the time of counselling │   │              │
│     chure - MAR-2020. │   │                                │   │              │
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│ 16. Display of admis- │ → │ 17. Session   │ → │ 18.      │ → │ 19. Regular  │
│     sion schedule for │   │     begins,   │   │ Uniform  │   │ Classes and  │
│     vacant seats, if  │   │     Regular   │   │ and      │   │ Pre intern-  │
│     any.              │   │     theory    │   │ I-Card   │   │ ship evalua- │
│                       │   │     and prac- │   │          │   │ tion         │
│                       │   │     tical     │   │          │   │              │
│                       │   │     classes   │   │          │   │              │
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┌──────────┐   ┌──────────────┐   ┌──────────────┐   ┌──────────┐   ┌──────────────┐
│ 20.      │ → │ 21. Post      │ → │ 22. Final     │ → │ 23. Final│ → │ 24.          │
│ Internship│   │     internship│   │     Assessment│   │ result   │   │ Placement    │
│          │   │     regular    │   │     - 2021     │   │          │   │ Assistance   │
│          │   │     classes    │   │                │   │          │   │              │
└──────────┘   └──────────────┘   └──────────────┘   └──────────┘   └──────────────┘
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4. LIST OF INSTITUTES

NAME OF THE INSTITUTE	CODE	INSTITUTE HEAD/ NODAL OFFICER*	ADDRESS OF THE INSITUTE	CONTACT DETAILS OF THE INSTITUTE/ADMISSION HELPDESK
WORLD CLASS SKILL CENTRE, VIVEK VIHAR (**Centralized Admission Centre**)	WCSCVV	Sh. Ajay Vashisht (Principal cum Project Director)	World Class Skill Centre, ITI for Women, Vivek Vihar, Delhi- 110095	**Tel:** 011-22144897, 22144948 **E-mail id:** wcscdelhi@hotmail.com **Website:** http://wcscvv.delhi.gov.in
WORLD CLASS SKILL CENTRE, IBBS, BTC CAMPUS, PUSA	WCSCIBBSPUSA	Ms. Maneesha Sharma (COO) / *Sh. K.K.Narwal	World Class Skill Centre, IBBS, B.T.C. Pusa Campus, Pusa, New Delhi-110012	**Tel:** 011 2584 2893 **E-mail id:** helpdesk.wcsc.pusa@gmail.com
WORLD CLASS SKILL CENTRE, IITD, DWARKA	WCSCIITDDWARKA	*Sh. Sandip Chowdhry	World Class Skill Centre, Integrated Institute of Technology, Third Floor, Sector-9, Dwarka, Delhi-110077	**Tel:** 011-25080585, 8920653763 (Ms. Akansha) **E-mail id:** iitdwarkawcsc@gmail.com **Website:** https://wcsciitdwarka.wordpress.com
WORLD CLASS SKILL CENTRE, DPSRU	WCSCDPSRU	Dr. Madhu Gupta (Offg. COO)	Delhi Institute of Pharmaceutical Sciences and Research University, Opposite Sainik Farm, gate no.-1, Sector 3, MB road, New Delhi-110017	**Tel:** 011-29552074, 8826615891 (Ms. Archana Mehta), 9013332043 (Dr. Tusshar D. Alekar) **E-mail id:** coodpsru@gmail.com

WORLD CLASS SKILL CENTRE, SOCIETY FOR SELF EMPLOYMENT, WAZIRPUR	WCSCWAZIRPUR	*Sh. Prakash Solomon	SSE: WAZIRPUR B-72, A-Block, Leather Complex, Wazirpur, Industrial Area Wazirpur, Delhi-110052	**Tel:** 011-27373854/ 25842893 **E-mail id**: wazirpurwcsc@gmail.com
WORLD CLASS SKILL CENTRE, SOCIETY FOR SELF EMPLOYMENT, JHANDEWALAN	WCSCJHANDEWALAN	*Sh. Ram Avtar	THE SOCIETY FOR SELF EMPLOYMENT, E-26-29, Flatted Factories Complex, Jhandewalan, New Delhi, Delhi 110055	**Tel:** 011- 23673098/ 25842893 **E-mail id**: jhandewalanwcsc@gmail.com
WORLD CLASS SKILL CENTRE RAJOKARI INSTITUTE OF TECHNOLOGY	WCSCRITRAJOKARI	*Sh. Subhash Kumar Sharma	Rajokari Institute of Technology - (Govt), Rajokari, Golden Gate, Rajokri, New Delhi, Delhi 110038	**E-mail id**: ritrajokariwcsc@gmail.com

5. INTAKE CAPACITY

INSTITUTES → / COURSES ↓	WCSC VIVEK VIHAR	WCSC IBBS, PUSA	WCSC IITD, DWARKA	WCSC DPSRU	WCSC SSE WAZIRPUR	WCSC SSE JHANDEWALAN	WCSC RIT, RAJOKARI	TOTAL INTAKE
Hospitality Operations	200	100	100					400
Retail Services	200	50				50		300
Digital Marketing and Web Development	50							50
Finance Executive	50	100			50			200
Beauty & Wellness Consultant			50	50				100
Sports Fitness & Yoga Application				100				100
Sports Digitalization & Performance Management				50				50
Digital Marketing and Data Analytics			50				50	100
Food Production					50	50		100
Total Number of Seats	500	250	200	200	100	100	50	1400

DATE	NAME & ADDRESS	PH	20 Feb 2019	Sex Bahen, TAFE Directors Australia		I have been so impressed
6/6/2018	I am glad Singapore played a part in the establishment of WCSC. I wish the centre of all the best in helping young people find meaningful careers.					by the way W&SC is approaching TVET and skills development - this is clearly
	Ong He Kung. Minst for Education Singapore					the approach for a modern and dynamic Delhi. I look forward to continuing to work with you

DATE	NAME & ADDRESS		PHONE	COMMENTS
12/18/19	Christine McCanna Lecturer in Mgmt Stanford University		650-483-5792 cmccanna@stanford.edu	Very inspiring to see and experience your experiential learning model. Wonderful to hear how you are having such a significant impact on the lives of the children in India. Thank you for your warm welcome !

Student's participating in various events organized at WCSC, Vivek Vihar

6. COURSE OBJECTIVE, STRUCTURE AND ELIGIBILITY

A. HOSPITALITY OPERATIONS
(WCSCVV-200, WCSCIBBSPUSA-100, WCSCIITDDWARKA-100)

Course Objective

The Vision of World Class Skill Centre is to create global leaders for innovation in Technical education and to help overcome the disorientation between demand and supply. The certification in Hospitality Operations will provide trainees with skill and knowledge of Core operational functions such as Food and Beverage Services, Housekeeping operations and other related functions like General Management, customer service, Front Office, Guest Handling with in an establishment of repute to ensure excellent delivery of services to guests.

Job Opportunities

The successful candidates would be able to find sustainable employment with the Hospitality Industry at a global platform. Some of the common Job tiles that our trainees for Certificate course may find employment at –

- Food & Beverage Service Steward
- Room Attendant/Laundry Attendant
- Event Coordinators
- Retail Food Chains
- Quick Service Restaurant
- Guest Service Associate
- Customer Service Associate

Unit Objective

1. Front Office Services
On completion of the module the candidate should be able to handle the arrival and the departure of guests, room guests, perform cashiering functions and provide concierge services. Candidate should be able to create reservations, maintain customer data base, update room and rate change and check out guests using property management systems.

Trainees of Hospitality Operations at work in the Labs

2. Housekeeping Operations

On completion of this unit, candidates should be able to service the guest rooms, perform night-turn down service and complete end of shift activities. Candidates should be able to, service and inspect public areas Understand the type and usage of some common cleaning machine. Students should also understand the basic cleaning process in a laundry department and note security and safety concerns.

3. Effective Communication Skills

On the completion of the module, candidates will be equipped with skills to communicate effectively. Handle both oral and written communication skills (listening, speaking, reading and writing) in the work place as well as in social and cultural settings.

4. Sales and Event Management

On completion of this module, candidates should be able to do environmental scan of hospitality Industry, Identify market segments and target customers for the development of a marketing plan. Also prepare and present a sales proposal and show facilities to a potential guest. Also candidates should be able to plan and organize an event or functions (Meetings, Incentive, Conventions and Exhibitions – MICE) and sell the same.

5. Personality Development

After the completion of this module the student should be able to get ready as per the requirements and norms of the Hospitality Industry and have the right skills required to be employed.

6. Food & Beverage Services

On completion of the module, candidate should be able to manage basic Food & Beverage Operations, understanding of different catering establishments, different serving styles and basic knowledge of Beverages. The candidate should be able to Understand Services at a F & B Outlet, F & B Retail Outlet, Quick Service Restaurants & Fine Dining Establishments. Also Identify, retain customers and deliver consistent world class service to them.

7. Internship, Industrial Training and Evaluation Report

Industrial Training of three-four months duration, to have hands on experience in Hospitality in leading Hospitality Organizations in India. This exposure will equip them with practical skills to be a part of service industry.

The student would maintain a weekly log of the work done by him/her during the internship along with a detailed what to observe guide which will be provided by World Class Skill Centre. He/ She would submit a project report after the completion of the internship. Weekly log should also carry comments from the reporting officer / mentor of the organization.

Project Report must adhere to the guidelines and should include the following:
☐ Title
☐ Introduction of the Hotel/Organization
☐ USP's
☐ Organization of the Hotel
☐ Features and Facilities
☐ Major Training Areas
☐ Competition Survey
☐ SWOT Analysis
☐ Conclusion
☐ Bibliography
☐ WTO Notebook.

The submission of the above report is done along with a soft copy and a PowerPoint presentation showcasing the training experience. The WTO notebook must be completed with inputs from Training/HR Manager of respective units.

MODULES

S.N.	MODULE NO.	MODULE TITLE	THEORY HOURS	PRACTICAL HOURS	TOTAL HOURS
1	HAFO	Front Office Services	108	136	244
2	HAHK	Housekeeping Operations	90	210	300
3	HAEC	Effective Communication Skills	60	40	100
4	HASEM	Sales and Event Management	110	112	222
5	HAPD	Personality Development	50	60	110
6	HAFB	Food & Beverage Services	90	210	300
7	HAIT	Internship, Industry Report, Project Presentation	0	648	648
8		Physical Education	0	26	26
TOTAL HOURS PROPOSED BY WCSC			508	1442	1950
* **50 hours** for ASSESSMENT, RESEARCH & DEVELOPMENT					
FINAL TOTAL HOURS			508	1442	2000

Eligibility

The minimum entry qualification for admission in Hospitality Operations course:

- Class XII, passed under 10+2 system of education or its equivalent from a recognized board with English as a subject and with at least minimum passing marks in English and Knowledge of Microsoft Office, Equipped with at least basic communication and analytical skills.

AND

- Class X, passed from a recognized board with English and Mathematics as subjects with at least minimum passing marks in these subjects.

Orientation day of WCSC, Vivek Vihar at Kamani Auditorium, Delhi

**Hospitality Operations students at work for their event
(Event Theme – Hell-Heaven (Karma) and Bollywood)**

Some of the prominent hotels/groups where students of previous batches were placed /had interned are:

1. Oberoi Group
2. Radisson Hotels Group
3. Le Meridian
4. Taj Group
5. Jaypee Hotels
6. ITC Hotels
7. Holiday Inn
8. Park Plaza
9. Fortune Excalibur Group
10. Hulhule Island Resort Maldives
11. Kingdom of Dreams
12. Sarovar Hotels
13. Sheraton Hotels
14. Piccadeli
15. Kempinski Delhi
16. Shivanta Foods
17. Lalit Hotels
18. Leela Hotels
19. INOX Group
20. JW Marriot
21. Seven Seas PVR Group
22. TATA Star Bucks

B. RETAIL SERVICES
(WCSCVV-200, WCSCIBBSPUSA-50, WCSCJHANDEWALAN-50)

Course Objective

This course provides trainees with the skills and knowledge to carry out the operations in retail outlet, such as handle merchandise, perform cashiering and serve customers, so as to ensure the efficient delivery of quality service to customers. Trainees will also have the skills and knowledge to enhance visual appeal of merchandise display in retail outlet, such as prepare merchandise, props and point-of-purchase display, so as to uplift the store's image and customer's satisfaction.

Job Opportunities

In today's world, Retail especially organized retail is growing at a mushrooming rate in our country. With Foreign multinational companies entering the retail space in our country, there are immense opportunities of placement and growth within the organization. Our candidates have risen to the position of Department Mangers in a period of 2 years from the point of their placement.

After completion of course in Retail Services candidates are employed as:
- Sales Advisor
- Retail Sales Officers
- Customer Service Assistant
- Cashier
- Team Leader
- Sports Leader

Note: With career growth they can become Department Manager, Store Manager, Area Manager, Zonal Manager. The career progression leads them to Sr. VP Operations and Finally to Chief Operating Officer within the organization.

Unit Objective

1. Store Operation
- At the end of this module the candidate will be able provide service to the operating functions of the store.
- To make available a balanced flow of raw material, component, tool, equipment and any other materials necessary to meet operational requirements.
- To provide maintenance materials and general stores as required.
- To receive and dispatch finished products.

Retail Training Lab

2. Store Management

- At the end of this module the candidate will be able to manage the store effectively.
- To make available a balanced flow of raw material, component, tool, equipment and any other materials necessary to manage the store.
- To manage the store by reducing cost.

3. Store Display

- At the end of this module the candidate will be able to present the product or service to the potential buyers.
- Give an idea about every detail of the product such as variety, quality, size, colour, design etc.
- Assist the customer to see and examine the goods before they actually buy them.
- Ensure sales display appeals visually to the prospects and stimulates them to purchase.
- Ensure sales display reminds the buyers about their need and they are attracted to buy.
- Supplement the advertising efforts of the manufacturer.

4. Customer Service

- At the end of this module the candidates will be able to handle the customers with ease.

- They should also be able to handle irate customers and manage difficult customer service situations primarily on their own.
- They will be able to showcase professional customer service attitude while interacting with the customers

5. Personality Development
- At the end of this module course the candidates will have recognized different styles of communication and how to improve understanding and build rapport with others.
- Reflected on different methods of communication and decided when each is most suitable.
- Appreciated the role of body language and voice tone in effective communication.
- Able to meet and greet colleagues, clients and customers.
- Suggest appropriate attire for various dress codes
- Follow dining etiquette at various formal occasions
- Effectively represent themselves and their organizations at business meetings and other networking events
- Understand the basics of seeking an employment with other organization as well as being self -employed.
- The candidates will also be able to understand the basics of life skills for survival in the industry.

6. Office Software Application
- At the end of this module the candidates will be able to attain basic digital literacy primarily on Microsoft office tools like power point, word and excel and maintain files on the computer

7. Internship
- The student would maintain a weekly log of the work done by him/her during the internship. He/ She would submit a project report after the completion of

Visual Merchandizing Lab

the internship. Weekly log should also carry comments from the reporting officer of the organization. Weekly evaluation / comments from the reporting officer would the basis of assessment of final internship project report. The Internship Phase would also be monitored by the Master Trainers.

-
- **Project Report** must adhere to the guidelines and should include the following:
- **Title Page**

    1) Topic

    2) Institute Name

    3) Company Name

    4) Submitted By:- Complete Name & Roll No.

    5) Submitted To:- World Class Skill Centre, Department of Retail

       Services, <Name of the WCSC centre>

- **Introduction of the company / business / domain**
- **Objective & Scope**
- **Project Description**
- **Project outcome/ Learning**
- **Resources and Limitations**
- **Future scope and further enhancement**
- **Conclusion**
- **Bibliography**

Outcome: Skills acquired through hands-on sessions in industry. A confident personality with a clear career progression through final placement.

Module Name	Remarks	Name of the Module			Total

			Theory (Hrs)	Practical (Hrs)	(Hrs)
RASO		STORE OPERATIONS	60	96	156
RASM		STORE MANAGEMENT	67	99	166
RASD		STORE DISPLAY	65	95	160
RACS		CUSTOMER SERVICE	60	97	157
RAPD – TOTAL	ITEES SINGAPORE	PERSONALITY DEVELOPMENT - TOTAL	130	251	381
RAPD-EC		PERSONALITY DEVELOPMENT - EFFECTIVE COMMUNICATION	50	90	140
RAPD – PIE		PERSONALITY DEVELOPMENT - PROFESSIONAL IMAGE AND ETTIQUETTE	50	73	123
RAPD – ES	DGT Addition	PERSONALITY DEVELOPMENT - EMPLOYABILITY SKILLS	30	88	118
RAOS	ITEES SINGAPORE	OFFICE SOFTWARE APPLICATION	22	90	112
	DGT Addition	LIBRARY & PHYSICAL EDUCATION	0	85	85
		CREATIVITY & INNOVATION	0	85	85
		TOTAL HOURS EXCLUDING INTERNSHIP	404	898	1302
RAIP		INTERNSHIP, INDUSTRY REPORT, PROJECT PRESENTATION	0	648	648
		GRAND TOTAL	404	1546	1950
		*50 Hours for ASSESSMENT,RESEARCH & DEVELOPMENT			
		FINAL TOTAL			2000

Eligibility

The minimum entry qualification for admission in Retail Services course:-

- Class XII, passed from a recognized board under 10+2 system of education or its equivalent with English as a subject and with at least minimum passing marks in English and Knowledge of Microsoft Office, Equipped with at least basic communication and analytical skills.

- Class X, passed from a recognized board with English and Mathematics as subjects with at least minimum passing marks in these subjects.

Placement / Internship

Some of the prominent companies/groups where students of previous batches were placed /had interned are:

1.	Reliance Retail Limited	9. Nike
2.	Future Group	10. Grolier International
3.	Marks and Spencers	11. Vaango (Devyani Inter. Ltd.)
4.	Mahindra Retail Limited	12. Hennes & Mauritz (H&M)
5.	TATA Croma	13. Costa Coffee
6.	Shoppers Stop	14. Aditya Birla Group
7.	Titan	15. Tanishq
8.	Central Mall	16. Decathelon

Training on Dining Etiquettes

Professional Image & Etiquettes Lab

C. DIGITAL MARKETING AND WEB DEVELOPMENT (WCSCVV-50)

Course Objective

As per a popular blog on www.edupristine.com,

> "The world is going Digital and by the year 2020, all the companies around the world including India will have online presence and thus creating a lot of career opportunities"

With the proliferation of digital users, most of the small and medium scale companies rely mostly on **digital marketing** strategies due to its low cost and high return on investment.

Digital Marketing and Web Development course at World Class Skill Centre is a project-based course covering following five skill sets:

1. **Digital Marketing**
2. **Web Designing (Front end Programming)**
3. **PHP Programming (Back end Programming)**
4. **Wordpress Development**
5. **Multimedia & DTP (Graphic, Audio, Video editing)**

The course aims to impart know-how of digital marketing and would enable trainees to build static / dynamic web pages/sites. This course would train the trainees in

technical skill sets like **S**ocial **M**edia **M**arketing– Mass emailing, Facebook, LinkedIn, Twitter etc, **S**earch **E**ngine **O**ptimization**, H**yper **T**ext **M**ark Up **L**anguage**, C**ascading **S**tyle **S**heet**, JavaScript, Bootstrap, PHP, MySQL, Word Press and other related contemporary concepts.**

Training outcomes

By the end of this course, trainees would be able to

- Create multipage websites with HTML, CSS, PHP, MySQL on WAMP Server.
- Develop media content and graphic designs using basic multimedia (images, audio, animation) editing features.
- Use digital marketing tools for promotion of products and services.
- Provide data/information in standard formats
- Showcase the skills acquired through the course to the peers and potential employers with a portfolio of website and projects done.
- Understand the importance of industry best practices.
- Manage their work to meet requirements
- Develop their knowledge, skills and competence

Job Opportunities

In digital marketing, there are many different specializations so the student will have different options to start career. Trainees with a certificate in Digital Marketing and Web development certificate from World Class Skill Centre would get opportunities to work as:

- Digital marketing executive/ Trainee
- SEO analyst/ Trainee
- Social media specialist/ Trainee
- Google AdWords specialist / Trainee
- Email marketing specialist / Trainee
- Web Analyst /Trainee
- Online reputation Manager / Trainee
- Frontend Developer/ Trainee
- Backend Developer / PhP Programmer / Trainee
- Web Designer / Developer / Associate / Junior / Trainee
- WordPress Developer / Trainee
- Associate Graphic Designer / Multimedia Associate
- Office Support Executive / DTP Operator
- Freelance Web Designer / Blogger / Content Writer
- Freelance Digital Marketer / Affiliate Marketer / Youtuber

- Entrepreneur

Course Structure

The course consists of seven modules, one in-house project work and industry internship. Being skill-based course emphasis is on hands-on sessions and project work.

1. **Data and Information Management**

   On completion of the module, students would be able to work efficiently on Windows Operating System and general applications for creating documents, spreadsheets, and presentations. Student would also acquire competency in contemporary concepts like cloud computing, cyber security.

   Outcomes: Prototype Brochures, Pamphlets, Advertisements, Annual Reports, Basic data Analysis, Presentations, Quiz etc.

2. **Programming for Web - I (Front End Programming - HTML, CSS, JS, BootStrap, IDE)**

   On completion of the module, students would be able to design Web Pages, Web Sites using HTML, JavaScript and CSS. This module would introduce students to Bootstrap - an HTML and CSS framework for developing responsive, professional web sites.

   Outcomes: Prototype Responsive Web Sites, Single Page Applications, Landing Page, Web Pages, Static Web sites etc.

3. **Programming for Web - II (Back End Programming - PHP, MySQL, XAMPP)**

   On completion of this module, students would be able to develop dynamic websites using PHP. Students would learn PDO technique for connecting to any modern database, and perform hands on practice with MySQL database to create database-driven HTML forms and reports.

   Outcomes: Prototype of E-commerce Web Sites etc.

4. **Programming for Web - III (Web Hosting & Content Management System)**

   Word Press is a free and open-source Content Management System (CMS) based on PHP and MySQL. On completion of this module, students would be able to create the Website, customize it and upload it to a hosting service provider.

5. **Media Content and Graphic Design**

   This module would make the students conversant with basic features of image editing software - Photoshop or similar open source alternative, audio editing software - Audacity or similar and 2D animation software- Penil2D / Animate CC or other similar open source software.

   Outcomes: Image Collage, Song Collage, Short Animated Presentation etc.

Outcomes: Word Press Portfolio, Word Press web blogs etc.

Various events and activities of students of Digital Marketing and Web Development

6. **Introduction of Digital Marketing**

This module is designed specifically to provide to students the exposure to the world of digital marketing. Students would be provided ample practical training, hands-on exercises, case studies to guide them for effectively utilizing the power of digital social platform with focus on Google AdWords to promote products and services.

Outcomes: Applying techniques to promote FaceBook / Hash Tag / LinkedIn profile / Website created and hosted by the student in module – Programming for Web III.

7. **In-house Project**

The students would work on a project related to the design, development or promotion of a prototype website / profile for a chosen domain / company / business / institution.

Outcomes: Mini-Project along with analysis and design documents like Software Requirement Specifications documents.

8. **Industry Internship**

- The student would work on a project to gain the understanding of working methodology of industry.

- The student would maintain a weekly log of the work done by him/her during the internship. He/ She would submit a project report after the completion of the internship. Weekly log should also carry comments from the reporting officer of the organization. Weekly evaluation / comments from the reporting officer would the basis of assessment of final internship project report. The Internship Phase would also be monitored by the Master Trainers.

- Project Report must adhere to the guidelines specified by the trainer and may include the following:
  - Title Page
    - Topic
    - Institute Name
    - Company Name
    - Submitted By:- Complete Name & Roll No.
    - Submitted To:- World Class Skill Centre, Department of Retail Services, Vivek Vihar, Delhi
  - Introduction of the company / business / domain
  - Objective & Scope
  - Project Description
  - Project outcome/ Learning
  - Resources and Limitations
  - Future scope and further enhancement
  - Conclusion
  - Bibliography

Outcomes: Skills acquired through hands-on sessions. A confident tech-savvy personality.

9. Personality Development

On completion of the unit student should be able to handle both oral and written communication required at the workplace at a functional level. They will be able to apply communicative skills (listening, speaking, reading and writing) in the workplace in social and cross-cultural settings. The students will also be exposed to the life skilling concepts of personality development including Professional image and etiquette, Time Management, Work Place Ethics, Interview skills.

Modules:

Module Code	Module Name	Theory Hours	Practical Hours	Total Hours
IT01	Data and Information Management	40	120	**160**
IT02	Programming for Web - I Front End Programming (HTML, CSS, JS, Bootstrap, IDE)	40	150	**190**

IT03	Programming for Web - II Back End Programming (PHP, MySQL, Apache)	60	180	**240**
IT04	Programming for Web - III Web Hosting & Content Management System (Word press)	30	110	**140**
IT05	Media Content and Graphic Design	60	90	**150**
IT06	Introduction to Digital Marketing	40	90	**130**
IT07	Personality Development	40	120	**160**
IT08	In-house Project – Part I (Library, Creativity & Innovation)		50	**50**
IT09	**Internship: 3 - 4 Months***		480	**480**
IT08	In-house Project – Part II		200	**200**
IT09	Industry Internship Project Report Evaluation		10	**10**
	Total Hours	**310**	**1600**	
	Assessment and Research and Development		50	**50**
	Physical Activity		40	**40**
	Total Duration of the course	**310**	**1690**	**2000**

* In-house Project duration may be varied to adjust Internship period which might be governed by the Industry.

Eligibility

The minimum entry qualification for admission in Digital Marketing and Web Development course:

- Class XII, passed from a recognized board under 10+2 system of education or its equivalent with **Mathematics and English** as subjects and with at least minimum passing marks in these subject, basic knowledge of Microsoft Office and equipped with at least basic communication and analytical skills.

AND

- Class X, passed from a recognized board with English and Mathematics as subjects, with at least minimum passing marks in these subjects.

Placement And Internship Opportunities:

Students of IT/ITeS Sector interned with/were placed with companies like:

1. High Performance Computing Private Limited
2. AllSports.in
3. Red Dash Media
4. Iveera Tech Support Private Limited
5. Acube Digital
6. Digital Monkey Solutions
7. NK Tech
8. EduSocial Digital Solutions Private Limited
9. Bhava India Overseas
10. Zonopact Incorporation
11. Global Business Corporation
12. Recon App Magic Private Limited
13. Shimuk Enterprises Private Limited
14. Love Karma Passion Communication Private Limited

D. FINANCE EXECUTIVE
(WCSCVV-50; WCSCIBBSPUSA-100; WCSCWAZIRPUR-50)

COURSE OBJECTIVE
On completion of the course candidates would be able to handle the following:

➢ Handle various types of Front-Line Operations with Banking and associated firms, Stock Broking Firms, Accounting Firms, Mutual Fund houses, Insurance companies, MNCs and NBFCs etc.
➢ Handle Oral and Written Communication in Business and Work Place.
➢ Handle Cash and Cash Balancing.
➢ Provide Quality Customer Service.
➢ Provide Office Documents using Common Software Package.
➢ Handle Office Accounting Tasks.
➢ Suggest Various wealth management products to the Customer

Job Opportunities
Finance Executive trainees, equipped with knowledge and skills in office administration and accounting are employed by companies in all sectors of the economy, statutory bodies and private sector companies. Some of the job title held by them includes

- Equity Dealer
- Accounting Assistant
- Relationship Executive/Officer/Trainee
- Loan Approver / Executive / Trainee etc.

Unit Objective

1. Business Communication

This module encourage trainee to enjoy the communication process, to be better business communicators and to motivate them to improve their skills. This module will focus on speaking and listening skills.

2. Software Application

On completion of the module, candidates would be able to produce office documents for word processing and spread sheets.

3. Business Etiquette & Grooming

On completion of the module, candidates would be aware of personal hygiene and grooming. They will plan their wardrobe for professional appearances and they will also have the skills for social business and dining etiquette.

4. Basic of Economics

On completion of the module, candidates would understand control of national economics, planning in Indian critical, detailing of economic development.

5. Business Management

On completion of the module, candidates would be able to provide an overview of the general environment in which business as well as business ethics, corporate social environment, entrepreneurship and quality parameter cooperates as well as business ethics and corporate social environment and entrepreneurship, quality parameters.

6. Accounting Principles

On completion of the module candidates would be able to record simple business transactions, prepare journals and ledgers, maintain petty cash, and prepare trial balance and final accounts for a sole proprietorship business.

7. Banking Operations

On completion of the module, candidates would be able to apply skills and knowledge about the bank operations and handle various banking transactions such as deposit, withdrawals, bill payments, and other cash and non-cash financial instruments.

Bank Set up by students of Finance Executive Course

8. Capital Market

On completion of the module, candidates would be able to execute flawlessly the transactions of stocks and mutual funds.

9. Personality Development

On completion of the unit student should be able to handle both oral and written communication required at the workplace at a functional level. They will be able to apply communicative skills (listening, speaking, reading and writing) in the workplace in social and cross-cultural settings. The students will also be exposed to the life skilling concepts of personality development including Professional image and etiquette, Time Management, Work Place Ethics, Interview skills.

Course Structure

Code No.	Module	Theory Hours	Practical Hours	Total Hours
FE01	Business Communication	30	75	105
FE02	Software Application	30	75	105
FE03	Business Etiquette & Grooming	30	75	105

FE04	Basic of Economics	35	90	125
FE05	Business Management	35	90	125
FE06	Accounting Principles	35	90	125
FE07	Banking Operations	65	125	190
FE08	Capital Market	65	125	190
FE09	Personality Development	60	60	120
	Total	**385**	**805**	**1190**
	Internship		**480**	**480**
FE07	Banking Operations	20	100	120
FE08	Capital Market	20	100	120
	Assessment and R&D		**50**	**50**
	Physical Education		**40**	**40**
	Grand Total	**425**	**1575**	**2000**

Eligibility

The minimum entry qualification for admission in Finance Executive course:-

Class XII, passed from a recognized board under 10+2 system of education or its equivalent with English as a subject and with at least minimum passing marks in English and Knowledge of Microsoft Office, Equipped with at least basic communication and analytical skills.

AND

Class X, passed from a recognized board with English and Mathematics as subjects, with atleast minimum passing marks in these subjects.

Placement

Students of finance Sector interned with/were placed with companies like:

i. Angel broking
ii. India Invest
iii. Religare
iv. Sherkhan
v. Religare
vi. Angel Broking
vii. N J India Invest Ltd.
viii. Axis Securities
ix. Nagarro Softwares Ltd.
x. SMC Global Ltd.
xi. Intelenet Global Ltd.
xii. NIIT Smart Serve Ltd.
xiii. Elite Wealth Ltd.
xiv. Motilal Oswal Ltd.
xv. Futuristic Group
xvi. Genpact Ltd.

xvii.   RBS Ltd.
xviii.   Convergys Ltd.

E. SPORTS FITNESS AND YOGA APPLICATION (WCSCDPSRU-100)

The health and fitness industry has uplifted with the explosion in the recent years as the population all over the world has realised the role of exercise. The population of the country is growing with the demand of more experts in the area of sports sciences and health science. There is a huge significance for the trainee after completion of this certificate course.

Many events like Indian Premier League, Pro Kabaddi League, Khelo India Campaign, and Khelo India Youth Games have started to uplift the standard of the sport and bring out the talent. The importance of sport inculcates team spirit, analytical thinking, leadership skills and goal setting. Fit India campaign has also encouraged people to inculcate physical activity and sport in their everyday lives.

Many schools are coming up with the play time mandatory for children, sport / play time is a significant aspects of a child's life children need to be encourage to play as much as possible, rather than spending time with smart devices. Playing sport is more than a skill development which is offering benefits like improving cognitive functions, networking, self-confidence, stress busters.

Students of Sports Fitness and Yoga Application at work

Course Objective

- They understand exercise as a medicine for health. In which the trainee will not only execute the exercise but understand them as a treatment for upliftment of the health of the population.
- The trainee will be develop efficiency in fitness as management, learning to monitor the growth of the people.
- He has the better understanding for the recording the data and compare for the assessment for the improvement of the athlete.
- The trainee is able to set an example by setting up new ventures for themselves.
- Understanding about injuries and rehabilitation
- Awareness of the physiological responses to yogic exercise.

Learning Outcome

- Work as a gym trainer, yoga trainer Fitness and wellness expert in health club
- In school for games and sports trainer
- Set up the wellness centre
- Sports and conditioning coach.
- Sports report writer
- Recorder
- Match Scorer
- Sports and fitness test analyser

The mode of curriculum delivery and execution includes classroom teaching, Assignments, Tests, Practicals, Case Studies, Internships, Field visits, participation in relevant sports and fitness events and research projects.

Eligibility

The minimum entry qualification for admission in Sports Fitness and Yoga Application course is:

Class XII, passed under 10+2 system of education or its equivalent from a recognized board with English as a subject and with at least minimum passing marks in English and Knowledge of Microsoft Office, Equipped with at least basic communication and analytical skills.

<center>AND</center>

Class X, passed from a recognized board with English and Mathematics as subjects with at least minimum passing marks in these subjects.

F. SPORTS DIGITALIZATION AND PERFORMANCE MANAGEMENT (WCSCDPSRU-50)

The (SDPM) Programme is an excellent learning programme & very well design programme or course running now a days. It is made to provide the knowledge about the digital technologies used in sports as well as its also provide the management & sports marketing knowledge which more important to learn in this fields.

The students are learning very well about the subject & course them really enjoying the course which is beneficial for them. The sports digitalization & performance assessment skill course introduce the student to the sports ecosystem also. Regarding these things students are also shaping their career & promoting the sports arena at higher level as well as provide the practical knowledge about the course through the internship programme by this students can learn more easily.

This is a generation of digitalization, so the students are completely learning the skills about how to handle the new gadgets & new sports equipment. The students are able to handle the new technology-based machines
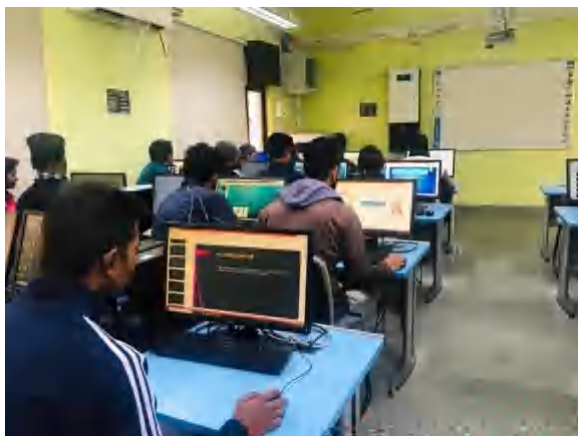
Trainees of Sports Digitalization and Performance Management at work

Job Opportunities

National Sports Organizations like Sports Authority of India, National level federations (>70) and State level federations (>1600)

Sports Performance Assessment Executive

- Assistant to Strength & Conditioning Exercise Trainer
- Assistant Rehabilitation Trainer
- Assistant Player &Gym Trainer
- Athletic Fitness Trainer
- Fitness Consultant
- Assistant Health promoter

Assistant Health promoter

- Sports Performance Tester & Assessor Executive
- Teaching job: Demonstrator

Sports and Club Merchandise

- Sports Product Sales Promoter
- Logistics Executives
- Event Promoter

Sports Marketing Firm

- Event Coordinator Executive
- Events & Operations Executive

Eligibility

The minimum entry qualification for admission in Sports Digitalization and Performance Management course is :

Class XII, passed under 10+2 system of education or its equivalent from a recognized board with English as a subject and with at least minimum passing marks in English

and Knowledge of Microsoft Office, Equipped with at least basic communication and analytical skills.

<div align="center">AND</div>

Class X, passed from a recognized board with English and Mathematics as subjects with at least minimum passing marks in these subjects.

G. BEAUTY & WELLNESS CONSULTANT (WCSCIITDDWARKA-50, WCSCDPSRU-50)

The Programme is aimed at training the candidates for the job of Beauty Wellness Consultant and aims at building Key Competencies for excellence in the eve growing field of Beauty Wellness. This will give full knowledge about all aspects of Beauty & Hair to discover new a venue

For your Career and Professional Growth under a Creative & Modern Learning with international standards

Course Objective

The course will provide the detailed Knowledge in Anatomy & Physiology related to Skin & Hair, Health & Safety, Fundamentals of Hair, Skin & Spa, Cosmetics formation science, Personal Grooming Personality Development and Communication skills, Selling and marketing of Cosmetics Product Range.

Job Opportunities

- Cosmetics industry
  - o Products and formulation management
  - o Cosmetics products sales and marketing.
- Beauty & Wellness Clinics
  - o Beauty manager
  - o Clinic manager
  - o Beauty counsellor
- Beauty Trainer
- Beauty Business Starts ups /Entrepreneurship.
- Beauty Therapist
- Training Manager (Technical)
- Front Desk Management in Salon
- Beauty Experts

Learning Outcome

- Create a positive impression at the work place.
- Adviser for Health and Safety of Beauty Products to end use.
- Sales and management of Cosmetic Products.

- Motivation of the Client for Purchase of products for Beauty, Skincare & Hair care including spa.

Students of Beauty and Wellness learning from the best in the industry

Eligibility

The minimum entry qualification for admission in Beauty and Wellness Consultant course is:

Class XII, passed under 10+2 system of education or its equivalent from a recognized board with English as a subject and with at least minimum passing marks in English and Knowledge of Microsoft Office, Equipped with at least basic communication and analytical skills.

AND

Class X, passed from a recognized board with English and Mathematics as subjects with at least minimum passing marks in these subjects.

H. DIGITAL MARKETING AND DATA ANALYTICS (WCSCIITDDWARKA-50, WCSCRITRAJOKARI-50)

Over the last five years the rise in popularity of online marketing has resulted in the creation of a new marketing specialist, one who deals solely in the digital space. The role of the digital marketer is becoming increasingly popular as businesses recognize the value that a digital specialist can add to the marketing mix. For a Digital Marketer who knows designing websites has an incredibly useful skill for their career path.

Digital marketing analytics is the translation of customer behavior into actionable business data. Today's marketers can use digital analytics tools to examine the many online channels their buyers might interact with and identify new revenue opportunities from existing campaigns.

Digital Marketing and Data Analytics course of World Class Skill Centre is a skill oriented and project-based course that aims to impart know-how of technology which would enable trainees to build CMS based websites and an understand concepts, technology and analytical tools applied for digital marketing.

Digital Marketing and Data Analytics classroom and Lab at WCSC IITD, Dwarka

Trainees would

- Acquire know-how of advanced features of Word Processing Software, Spreadsheet, Presentation
- Create and host website using Content Management Software like WordPress.
- Acquire know-how for managing multimedia (images, audio, animation)
- Understand nitty-gritty of digital marketing
- Gain confidence is basic data analytics through advance features of spreadsheet application
- Awareness of data analytics tools
- Showcase the skills acquired through the course to the peers and potential employers with portfolio website and projects done.
- Understand the importance of industry best practices.

Learning Outcome

This one-year SCVT certification course has a strong focus on hands-on, minds-on and hearts-on enabling the trainees to acquire quality and in-demand digital marketing, e- commerce web sites and analytics skills

By the end of this course, trainees should be able to

- Explain how basic e-commerce web sites are developed & viewed on the Internet
- Create multipage websites
- Use digital marketing tools for promotion of products and services.
- Use analytic tools to measure and effectively report efforts across social media, search, and content creation.
- Provide data/information in standard formats
- Develop media content and graphic designs
- Manage their work to meet requirements
- Work effectively with colleagues
- Develop their knowledge, skills and competence

Job Opportunities

Trainees with a certificate in Digital Marketing and Data Analytics from World Class Skill Centre may work as:

- CMS Developer
- WordPress Developer
- Content Writer / Trainee
- Freelance Web Designer
- Associate Graphic designer
- Web Animation Creator
- Web Developer Trainee / Associate Web Developer
- Office Support Executive
- Digital Marketing Trainee
- Online / Digital Analytics Trainee
- Multimedia Associate / Trainee
- Front End Developer / Trainee
- Web Designer / Trainee
- SEO Trainee
- Digital Analytics Trainee etc.

Unit Objectives

1. Data and Information Management
On completion of the module, trainee should be able to work efficiently on Windows Operating System and general applications for creating documents, spreadsheets, and presentations. Trainee would also acquire competency in appreciating contemporary concepts and applications like mailing, browsing, cloud computing etc.
Outcomes: Brochure, Pamphlets, Advertisement, Annual Report, Presentation, Quiz, Email account, Effective Browsing.

2. Media Content and Graphic Design
This module should make the students conversant with basic features of image editing software-photoshop or similar open source alternative, audio editing software-Audacity or similar and 2D animation software- Penil2D / AnimateCC or other similar open source software.
Outcomes: Image Collage, Song Collage, Short Movie/Animation.

3. CMS Based Web Designing
On completion of this module, trainee should be able to create and manage Website using Content Management System (CMS) – WordPress or similar.
Outcomes: Portfolio, Web blogs, Responsive Web Sites, Single Page Applications, Landing Page, Web Pages, Static Web sites, Prototype of E- commerce Web Sites.

4. Content Development for Digital Marketing
On completion of this module, trainee should be able to create, develop, and edit content for various online activities related to Website, popular Social Media and online marketing.
Outcomes: Blog, Targeted marketing mails, Advertisement for Social Media Platforms

5. Digital Marketing – SEO & SMM
This module is specifically designed to provide trainees the exposure to the world of digital marketing. Trainees would be made conversant with organic and inorganic techniques of digital marketing of website, products or services.
Outcomes: Apply techniques to promote web site created and hosted in the module CMS Based Web Designing.

6. Data Analytics for Digital Marketing
This module aims to provide understanding of online marketing metrics. Trainee would learn to measure and report efforts across social media, search, and content creation.
Outcomes: Data Analytics reports providing feedback for the Digital Marketing efforts made in the module *Introduction to Digital Marketing.*

7. Personality Development

On completion of the unit, candidate would be equipped with skills to communicate effectively handle both oral and written communicative skills (listening, speaking, reading and writing). This module would also cover important aspects of employability skills including

- Professional image and etiquette
- Time Management
- Stress Management
- Work Place Ethics
- Team Management
- Interview skills
- Work place safety standards
- Introduction to statutory norms and Industry Standards

Familiarity with the latest trends in IT/ITeS sector

8. Project Work

The trainees would work on a project related to the design, development or promotion of a prototype website for a chosen domain / company / business / institution.

Outcomes: Project along with analysis and design documents depicting entire life cycle of a project work.

9. Internship

The trainee would work on a project to gain the understanding of working methodology of industry. The trainee would maintain a weekly log of the work done by him/her during the internship. Weekly log should also carry comments from the reporting officer / mentor of the organization. He/ She would submit a project report after the completion of the internship. Project Report must adhere to the guidelines specified by the trainer.

Outcomes: Skills acquired through hands-on sessions in industry. A confident personality.

Modules:

Code No	Module	Theory Hours	Practical Hours	Total Hours
DM01	Data and Information Management	40	120	**160**
DM02	Media Content and Graphic Design	40	120	**160**
DM03	CMS Based Web Designing	40	120	**160**
DM04	Content Development for Digital Marketing	40	120	**160**

DM05	Digital Marketing – SEO & SMM	40	120	**160**
DM06	Data Analytics for Digital Marketing	40	120	**160**
DM07	Personality Development	40	120	**160**
DM08	Project Work*		150	**150**
DM09	Internship : ~4 Months*		600	**600**
DM09	Industry Internship Project Report Evaluation		50	**50**
	Assessment and Research & Development		40	**40**
	Physical Activity		40	**40**
	Total Hours	**280**	**1720**	**2000**

Eligibility

The minimum entry qualification for admission in Digital Marketing and Data Analytics course is :

Class XII, passed under 10+2 system of education or its equivalent from a recognized board with English as a subject and with at least minimum passing marks in English and Knowledge of Microsoft Office, Equipped with at least basic communication and analytical skills.

<div align="center">AND</div>

Class X, passed from a recognized board with English and Mathematics as subjects with at least minimum passing marks in these subjects.

I. FOOD PRODUCTION
(WCSCWAZIRPUR-50, WCSCJHANDEWALAN-50)

The vision of World Class Skill Centre is to create global leaders for innovation in technical education to help overcome the disorientation between demand & supply.

This certification course in Food Production will provide trainees with operational skills & knowledge in the space of International as well as Indian cuisine. Specifically; the domains, which have been building traction in the international and domestic QSR and Food Production segment that is French, Italian, Chinese and Indian Cuisines. This course gives an overall knowledge of Larder, commodities, food science, nutrition, hygiene, basics of communication & computers.

Apart from the same the Trainees are given exposure to International chef conferences, National Level chef competitions, industrial visits, live demonstrations, guest lecturers from nationally acclaimed chefs to build their - life skills specially confidence, ability to face challenges, self-drive, professionalism etc

Learning Outcome

The successful candidates will be able to find sustainable employment with the Hospitality industry & QSR segment at domestic and global platforms.
The trainees have already been assisted in finding initial internship opportunities at:

     a. QSR Chains
     b. 5 STAR HOTELS
     c. Resort properties
     d. Retail food chains

And shall be provided assistance on career progression at later stages post placement for the following:

     a. Cruise lines
     b. Flight Kitchens
     c. International Projects

Entrepreneurial Initiatives

Unit Objectives

1. Cookery
- At the end of this module the candidate will be able to prepare the basics of cooking, cutting methods, and preparations.
- To make menus, balancing and nutrient content of each menu.
- To operate the equipment of the kitchen and maintain them.
- To understand storage and basic safe keeping of the uncooked and cooked food products.
2. Larder and commodities
- At the end of this module the candidate will be able to understand and prepare the cold food, canapes, sandwiches, cold sauces, salads and cold cuts.
- Basic understanding and knowledge of raw material required in kitchen.
- Uses and storage of the ingredients, best uses.
- Cold display products like carving
3. Hygiene, Nutrition and food safety
- At the end of this module the candidate will be able to understand and prepare menus while checking the hygiene, nutrition and the food safety aspect.
- Keeping the hygienic standard of food and of the work area.

- Maintaining the food standard under FSSAI for any organization that the trainee is going to work for.
- To understand the importance of nutrition and also prepare the food nutritionally.
4. Cookery Lab
- After the completion of this module the trainees will be able to prepare basic food related to Indian snacks, main course, salad, roti and Indian Sweets.
- The trainees will also be able to cook International cuisines like, Chinese, French and Italian.
5. Larder Lab
6. Industrial Training
- After the completion of this module the trainees will be able to prepare basic cold foods like the sandwiches, basic carving and garnishes.

The trainees will also be able to learn basic pickles, sauces and preservatives.

Trainees of Food Production training and bringing laurels to the institute

- Industrial Training of 6 months duration, to have hands on experience in Kitchen in leading Hospitality Organizations in India. This exposure equips them with practical skills to be a part of the service industry.
- The trainees maintain a daily logbook of the work done by him/her during the internship along with details which are to be observed by the trainees during the training duration. He/ She submit a project report after completion of the internship. Daily log also carries comments from the reporting officer/mentor of the organization.
- Project report must adhere to the guidelines and includes the following:
  - Title
  - Acknowledgement
  - Training certificate as received by trainees
  - Introduction of the Hotel/Organization
  - Features and facilities
  - Major Training areas
  - USP of the organization
  - 15 recipes of the organization
  - Menu card of the outlets
  - Conclusion

The submission of the above report is done along with a soft copy and a Power point presentation showcasing the training experience. The log book is completed with inputs from Training/HR Manager of the respective units.

7. Communication
- At the end of this module the trainees will be able to do the basic of letter writing, application, article, and basic formats to be followed in the industry.
- They shall be able to communicate and comprehend better in English.
- Mock role plays, interviews, group discussions etc. shall enable them for final placements.

8. Basics of Computer
- After the completion of the following module the trainees will, be able to implement operational knowledge of the same in the industry.

S.No.	Subject code	Subject	Theory Hrs	Practical Hrs	Total Hrs
1	SFP-01	Cookery	160hrs	---	160
2	SFP-02	Larder & Commodities	50hrs	---	50
3	SFP-03	Hygiene, Nutrition and food Safety	50hrs	---	50
4	SFP-04	Cookery Lab	---	210hrs	210
5	SFP-05	Larder lab	---	50hrs	50
6	SFP-06	Industrial Training	(6 months)	Log book & Report Presentation	1440
7	SFP-07	Communication	20hrs		20
8	SFP-08	Basics of Computer		20hrs	20
	Total				2000

Eligibility

The minimum entry qualification for admission in Food Production course is:

Class XII, passed under 10+2 system of education or its equivalent from a recognized board with English as a subject and with at least minimum passing marks in English and Knowledge of Microsoft Office, Equipped with at least basic communication and analytical skills.

AND

Class X, passed from a recognized board with English and Mathematics as subjects with at least minimum passing marks in these subjects.

Mr.Lim Boon Tiong, Director – ITEES, Singapore Visited the institute for monitoring the progress of WCSCVV on 15th of November 2018

Officials from Singapore Ministry of Education, Mathew Chek visited at WCSC Vivek Vihar, on 6 June '2019

7. WCSC APPLICATION FORM

a. Information Bulletin: There is no physical sale of Information Bulletin. The same can be downloaded free of cost from the web site of the department www.tte.delhigov.nic.in **from 24 February 2020 to 20 March 2020**.

b. WCSC Application form: **Candidates are advised to read this information bulletin carefully and acquaint themselves with all the requirements before filling up the application form**.

No column in the application form should be left blank. If any column is not applicable, write NA in the respective column. Application form should be clearly, legibly filled with black or blue pen.

It is the sole responsibility of the candidate to make sure that he/she is eligible to apply and fulfills all the conditions prescribed for the admission.

Incomplete application forms will be summarily rejected

The candidate should write **his/her name and father's name in capital letters as given in Secondary School Certificate** (Class X) **of the board** or the university.

The candidate should affix his/her recent color photograph.

8. SUBMISSION OF APPLICATION FORM

For admission in any of the seven WCSCs for the session March 2020 – February 2021, the downloaded application form, complete in all respects, along with self-attested documents should be submitted in person at any nearby WCSC Centre on all working days from **24 February 2020 to 20 March 2020 10 AM to 4 PM (Monday to Saturday excluding Sundays and all Gazetted Holidays).**

The registration fees of **Rs.150/-in cash** per application form will be deposited at the time of submission of duly filled application form.

It is the responsibility of the candidate to make sure that he/she collects the **filled in acknowledgment card** immediately after submission of the application form. **The candidate has to carry his/her acknowledgement card on the day of Oral IT Test, Interview and counseling/admission to be conducted at WCSC, Vivek Vihar, Delhi.**

Note: -
1. Candidates are solely responsible for the submission of Application Form.
2. Application, which are incomplete or received after the last date, will be summarily rejected and no correspondence will be entertained in this matter.

3. Please **DO NOT send** completed application forms / request for application forms **to Directorate of Training and Technical Education, Muni Maya Ram Marg, Pitampura, Delhi.** No form will be accepted or considered if sent through post.

4. Please refer to availability of desired course in the respective centre (specified on Page No 9 and Page No 14 of this Information Bulletin) before submitting the downloaded application form.

5. Admission application forms can be deposited at any WCSC centre however, all other activities i.e. Oral IT Test/Interview/Admission Counseling will be held at centralized admission centre WCSC, Vivek Vihar, Delhi.

9. AGE LIMIT

The age criteria for admission in all courses at WCSC will be as follows:
(A) Minimum age limit is 17 years as on 01-March-2020 (born on or before 01-March-2003)
(B) Upper age limit is as shown below:

Gender	Category	Upper age limit	Cut-off date of birth for the session March 2020 – February 2021 (born on or after)
M	SC/ST/PD	29	01-March-1991
M	General	24	01-March-1996
M	OBC	27	01-March-1993
F	SC/ST/PD	35	01-March-1985
F	OBC/General	30	01-March-1990

10. PROCEDURE OF ADMISSION

1. Applications are shortlisted for Oral IT Test and interview based on the eligibility criteria and calculated aggregate percentage of marks in the Class XII Examination from a recognized School / Board / University. The list of shortlisted candidates will be updated on department website / WCSC Vivek Vihar, Delhi Notice Board. **Students who appeared for Class XII exams through open learning (NIOS) should also attach study centre proof along with the application form**.

2. **Oral IT Test*** will be conducted **at centralized admission centre i.e. WCSC, Vivek Vihar, Delhi** for eligible candidates in which IT knowledge of the applicant would be judged verbally or through MCQ at the time of interview.

3. **Interview** will be conducted at **centralized admission centre i.e. WCSC, Vivek Vihar, Delhi** for the assessment of the aptitude for the particular course.

   *Note: Schedule for Oral IT Test / Interview would be displayed on the Department website http://www.tte.delhigovt.nic.in / Notice board of the

centralized admission centre i.e. WCSC, Vivek Vihar, Delhi. No separate intimation would be given to individual candidate.

4. Rank list would be prepared based on the marks scored by the candidate in Class XII Aggregate Percentage, Oral IT Test and Interview.

    The distribution of marks for selection is as follows: -

S.N.	Selection Criteria	Weightage given
1.	Class XII Aggregate Percentage	60%
2.	Oral IT Skills (MS Office)	10%
3.	Interview	30%

5. Rankwise counselling at centralized admission centre WCSC, Vivek Vihar, Delhi as per schedule for document verification and fee remittance.
6. Allotment of Sector, Centre, Roll No and Issue of Fee Receipt.

11. CRITERIA FOR CALCULATING PERCENTAGE OF MARKS

1. The aggregate percentage of marks of all the subjects including optional subjects opted in 12th class shall be taken into account provided the candidate fulfills the requisite subject conditions.
2. English as a subject in class XII is mandatory for all the courses.
3. Mathematics as a subject in class XII is mandatory for Digital Marketing and Web Development course only.

12. DISPLAY OF SHORTLISTED CANDIDATES LIST

(Please check notice board of WCSC, Vivek Vihar (Centralized Admission Centre) or web site http://tte.delhigovt.nic.in for updates/ list of shortlisted candidates/counselling schedule)

Provisional list of shortlisted candidates based on qualifying marks will be displayed on the Notice Board of World Class Skill Centre, Vivek Vihar and department website (http://tte.delhigovt.nic.in) **on 25 March 2020 at 04:00 PM**. Objection if any, against provisional list of shortlisted candidates can be filed at WCSC, Vivek Vihar **on 26 March 2020 from 10 AM to 2 PM**. The Revised List of Shortlisted candidates (registration number wise) after removing objections shall be displayed on the Notice Board of World Class Skill Centre, Vivek Vihar/department website **on 27 March 2020 at 4 PM**.

Oral IT Test and interviews would be conducted **between 30 March 2020 and 01 April 2020** or as per schedule which would be uploaded on department web site.

Singapore Delegation at Opening Ceremony of WCSC, Delhi

Candidates are advised to check WCSC, Vivek Vihar Notice Board / department web site (http://tte.delhigovt.nic.in) regularly for the schedule of the above. Individual intimation will not be sent to the candidates.

The Final Rank list of qualified applicants based on the rank generated considering the weighted marks of class 12th, marks scored by him in Oral IT Test and interview. It will be displayed on the Notice Board of WCSC Vivek Vihar and department website (http://tte.delhigovt.nic.in) **on 09 April 2020 at 4 PM.**

Rank wise counseling, document verification and fee deposit for first round of counseling will take place from **13 April 2020 onwards. Detailed schedule will be updated on the department website.** Candidate should report in person for the same **at centralized admission centre WCSC, Vivek Vihar, Delhi** as per the schedule displayed on Notice Board of WCSC, Vivek Vihar /uploaded on department web site**. The Academic session will tentatively commence from 27 April 2020.**

Vacant position for second round of counselling, if seat remains vacant along with the schedule for further counselling, document verification and Fee deposit would be notified on the website (http://www.tte.delhigovt.nic.in) /Notice Board of WCSC, Vivek Vihar.

Note: Any update, corrigendum etc. against the admission schedule as detailed above will be posted on department website/WCSC, Vivek Vihar, Delhi Notice Board only. Hence, candidates are requested to keep in regular touch with the department website www.tte.delhigovt.nic.in/ or WCSC Vivek Vihar, Notice Board.

13. GENERAL INSTRUCTIONS / INFORMATION

a) Admission to courses will be offered to candidates strictly according to the Final Rank List displayed at the Notice Board of WCSC, Vivek Vihar. The courses will be offered on the basis of availability of seats. **If any discrepancy in the Rank list is noted, it should be brought to the notice of the Principal/Admission In-charge on the day of display of Rank list and before the actual date of admission in writing in any case. Any complaint afterwards will not be entertained.**

b) In case of candidates having equal percentage, the candidate who is elder in age will be given preference. The candidates whose names appear in the Rank list must report on the prescribed date and time at WCSC, Vivek Vihar. No separate communication to the candidate will be made.

c) Transfer of the center/sector will not be entertained under any circumstances after admission. There is no provision for refund of fees on withdrawal of the admission under any circumstances once the seat has been allotted and the candidate took the admission in a particular course.

d) If the admission is cancelled due to false information furnished by the candidate, the fee remitted would be forfeited and no refund would be admissible to the candidate.

e) Incomplete application form in any respect will not be accepted and summarily rejected. If re-corrected, cutting without initial by candidate shall not be considered.

f) Before submission of application form at counter, self-authenticated two passport size photographs should be pasted. **Without photograph the application form will be cancelled.**

g) **Any request for extension of date and time for admission and payment of fee would not be considered.**

h) **Any kind of fees paid once will not be refunded (full or partial) under any circumstances.**

i) Candidates who were earlier expelled or rusticated from WCSCs, Vivek Vihar due to any reason/s are not eligible for fresh admission.

j) Candidates to specifically note that if any incident of ragging comes to the notice of the authorities, the concerned Candidate shall be given liberty to explain and if the explanation is not found satisfactory, the authority would

expel him from the institution as directed by the Hon'ble supreme Court of India SLP (c) nos. 24295 and 24296-99 of 2004 dated 10.12.2007.

k) Admission of the Candidates shall stand cancelled ab-initio, if any information supplied or document submitted is proved to be false/ fake at any stage even after admission.

l) Certificate from the concerned Department on the prescribed Performa in r/o SC/ST/OBC/PH/Other Category, as the case may be, should be produced.

m) OBC candidates belonging to creamy layer would be considered in general category only.

n) For further details and any other problem, candidates may contact the Admission In-charge/Principal of the Centre.

o) Use/carrying of mobile phones is not allowed for students in WCSC Campus.

Instruction to the Candidates to be followed at the time of admission:-

a) Candidate has to report in person for getting the documents verified and completing all admission formalities.

b) On his/her arrival at Admission Centre the candidate must sign in arrival register giving the time and date of his/her arrival at the reception on the admission day. The candidate has to produce/keep ready all originals & other documents.

c) The Admission In-charge will call the Candidates as per the Rank List one by one. Self-authenticated photocopies of the documents submitted along with the application shall be checked and compared with the original documents before the admission is finalized. If original documents are not produced, no seat will be offered.

d) Immediately after completing the process of document verification, candidate may proceed for online fee submission on **SBI COLLECT** portal through credit/debit card / net banking or generating online challan. **Please note Rupay card is not accepted for online fee submission.**

e) Candidates must report to the admission In-charge along with print out of online fee payment receipt received by them on the mobile number mentioned by them during fee payment. They would be enrolled and allotted roll number only after producing fee receipt to the admission in-charge.

f) Candidate would preserve registration/admission slip till he/she is enrolled in Centre. If a candidate does not report for admission within 10 days of issue of admission slip issued to him/her, thereafter the admission shall stand cancelled and no request will be entertained thereafter.

g) Documents to be submitted (Original) at the time of admission:
   i   Medical fitness certificate from Registered Medical Practitioner. (in format given at Annexure-1)

ii Undertaking by the selected candidates on the prescribed form (in format given at Annexure-2)

iii Undertaking as per format on prohibition of ragging by the candidate and candidate's parent/guardian (in format given at Annexure-3)

iv Character certificate from Principal of the school last attended/Gazetted Officer issued with-in last six months.

14. SEAT ALLOCATION & RESERVATION

Qualifying in Rank list shall be mandatory for all categories of candidates. Common Rank list would be prepared on the basis on aggregate marks obtained in Class XII, marks obtained in Oral IT Test and marks obtained in interview. Reservation criteria as per the approved government policy will be adopted. ALL RESERVATION SHALL BE AS PER DELHI GOVERNMENT POLICY AT THE TIME OF COUNSELLING. However, in case qualified candidates are not available for admission in any reserved category, the seats will be de-reserved as per reservation policy of Govt. of NCT of Delhi. The reservation in various categories shall be as follows:

4.1 Seat reserved for
A. Candidate passing Class XII examination from Delhi Schools – 85%
B. Candidates passing Class XII examination from other state schools – 15%

30% of the seats are reserved for women in all the sectors.

4.2 Further reservation category wise
4.2.1 **Schedule Castes**: 15% seats are reserved for candidates belonging to scheduled caste

4.2.2 **Schedule Tribes** (Outside Delhi) only: 7.5%seats are reserved for candidates belonging to scheduled tribe

4.2.3 **Other Backward Classes**-27% seats are reserved for OBC candidates belonging to **NON-CREAMY LAYER**

4.2.4 **Economically Weaker Sections (EWS)** 10% will have to submit Income and asset certificate from competent authority as per Annexure V.

Note: For admission to a seat reserved for **SC/ST/OBCs/EWS**, the candidate should produce a certificate, in original, at the time of admission issued by the competent authority, indicating the **SC/ST/OBC (Non creamy layer)/EWS** to which the candidate belongs.

4.2.5 **Person with Disabilities / Divyang (PWD):** 5% seats of the sanctioned intake of each course in each centre in each of Delhi and Outside Delhi quota for fresh admissions are reserved for Person with Disabilities/Divyang (PWD). A fitness certificate has to be furnished from National Career Services, Govt. of NCT of Delhi, Plot No. 9, 10 & 11, Karkardooma, Vikas Marg, Delhi-110092 in **Annexure VI.** Candidates, at

their own interest, should ascertain/ identify courses for which they will be eligible to apply. For dyslexia candidate a certificate of suitability as to whether the applicant is fit for undergoing the course applied for has to be furnished from the competent authority / IHBAS (Institute of Human Behavior and Allied Sciences, Dilshad Garden, Delhi).Further it is clarified that the allocation of reservation scheme for person with disability/Divyang (PWD category) will be as follows:

❖ Blindness and low vision
❖ Deaf and hard of hearing
❖ Locomotor disability including cerebral palsy, leprosy cured, dwarfism, acid attack victims and muscular dystrophy
❖ Autism, intellectual disability, specific learning disability and mental illness
❖ Multiple disabilities including deaf-blindness

4.2.6 **Defence Personnel**:5%- reserved for widows / wards of Military / Para Military personnel (CRPF, ITBP, BSF, CISF, NSG & Assam Rifles) in the following order of preference:

4.2.6.1   Widows/wards of defense personnel killed in action.
4.2.6.2   Wards of serving personnel & ex-servicemen disabled in action and boarded out from service.
4.2.6.3   Widows/wards of defense personnel who died in peacetime with death attributable to military service.
4.2.6.4   Wards of disabled in services and boarded out with disability attributable to military service.
4.2.6.5   Wards of ex-servicemen and serving personnel who are in receipt of Gallantry Awards.
    a.   Param Vir Chakra
    b.   Ashok Chakra
    c.   Mahavir Chakra
    d.   Kiriti Chakra
    e.   Vir Chakra
    f.   Shaurya Chakra
    g.   Sena, Nau Sena, Vayu Sena Medal
    h.   Mention in despatches
4.2.6.6   Wards of ex-servicemen
4.2.6.7   Wives of :-
    a.   Defense personnel disable in action and boarded from services
    b.   Defense personnel disable in services and boarded out with disability attributable to military services
    c.   Ex-servicemen and serving personnel who are in receipt of gallantry awards
4.2.6.8   Wards of serving personnel.
    a.   Wives of serving personnel

Note: Candidates seeking admission under Defence Personnel quota will have to get their candidature certified by any of the following authorities in the prescribed pro-forma given at **Annexure VII:**

- Secretary, Kendriya Sainik Board, Delhi.
- Secretary, Rajya / ZilaSainik Board.
- Officer-in-Charge, Record Office of concerned service for serving personnel.

General Information with respect to seat allocation and reservation

(A) The above reservations are subject to change without notice but duly communicated prior to counseling as per the decision of the Government of N.C.T. of Delhi.

(B) Reservation of seats will be subjected to change/amend whenever amendment made by the Govt.

(C) Any unfilled seat reserved for SC will be treated as reserved for ST and vice-versa. The seats will be de-reserved for General Category only after exhausting the complete list of SC/ST candidates.

(D) Any seat (reserved or general) remaining unfilled in outside Delhi category will be transferred to Delhi seat of the same category. The order of conversion shall be outside Delhi (Reserved Category) → Delhi (Reserved Category) → Outside (General) → Delhi (General).

(E) Any seat under reserved category remaining unfilled in Delhi category will be transferred to Delhi General Category during final round of counseling.

(F) The vacant seats (not taken by any candidate) will be converted as per Conversion Rules. However, the seats are allotted against a category/sub category and got cancelled due to non-reporting of candidate at reporting center or vacated due to withdrawal in respective category will be available in the respective category for the next allotment round.

(G) All subcategory seats will be first converted to their respective main categories. Example EX serviceman seat will be converted to General•

(H) Unfulfilled Divyang seats for which there is no demand from PWD candidates would be converted into general seats towards the end of last round of counseling.

(I) After allotment and exhaustion of candidates' application of OBC Category Seats will be converted to General Category Seats.

(J) Any unfilled seat reserved for Scheduled Castes will be treated as reserved for Scheduled Tribes and vice-versa. The seats will be de-reserved for General Category only after exhausting applications of all

(K) Benefit of reservation shall be available only if the category to which a candidate belongs to as mentioned in the original application form. If nothing is mentioned by the candidate in the application form, he/she may not be considered to reserved category.

(L) Persons belonging to SC, ST OBC & EWS who are selected on the basis of Rank List and not on account of reservation will not be counted towards quota meant for reservation

(M) For admission to a seat reserved for Schedule Castes/Scheduled Tribes/ OBCs/EWS, the candidate should submit a certificate in original at the time of

admission from the approved district authority, indicating the Schedule Castes/Scheduled Tribes/OBC/EWS, to which the candidate belongs.

APPROVED, CERTIFICATE ISSUING AUTHORITIES FOR CATEGORY, EWS

List of approved authorities is given below: -

a. District Magistrate/Additional District Magistrate/Deputy Commissioner/ Collector/Additional Deputy Commissioner/Deputy Collector/1st Class Stipendiary Magistrate/City Magistrate (not below the rank of 1st Class Stipendiary Magistrate), Sub-Divisional Magistrate/Taluka Magistrate/ Executive Magistrate/Extra Assistant Commissioner.

b. Chief Presidency Magistrate/Additional Chief Presidency Magistrate/ Presidency Magistrate.

c. Revenue Officer not below the rank of Tehsildar.

d. Administrator / Secretary to Administrator / Development officer (Lakshadweep & Minicoy Island)

(N) Caste certificate in the name of the applicant from competent authority will have to be submitted at the time of admission failing which the candidate will be considered under General category. For availing reservation under OBC category in Delhi State, Delhi OBC list will be considered. **The OBC-Non Creamy Layer certificate must be accompanied with the original OBC certificate if issued prior to 1st April, 2019**

(O) **.** Candidates passing qualifying examination from institution located in Delhi and having OBC certificate from outside Delhi shall be considered as Delhi General Candidate. Similarly, candidates passing qualifying examination from institutions located Outside Delhi and having Delhi OBC certificate shall be considered as Outside General Candidate. Category mentioned in application form is not changeable at the time of counseling.

15. COURSE FEE

1. Total Tuition Fee Rs. 42,000/- is payable in four installments.
2. The first installment of Rs 11,800 (Rupees Eleven thousand eight hundred only) is payable at the time of admission as per the following details:
   - a Tuition fees of Rs 10,500 (Rupees Ten thousand five hundred only)
   - b Caution money of Rs 1000 (Rupees one thousand)
   - c Pupil fund of Rs 300 (Rupees three hundred only).
3. Caution money Rs. 1000 (Rupees One thousand only) deposited **at the time of admission** is refundable after successful completion of the training.
4. Pupil Fund Rs. 300/- (Rupees three hundred only) is non- refundable.
5. Second, third and final installment of tuition Fee each of Rs 10,500 is to be paid online on SBI portal after 3 months, 6 months and 9 months from commencement of the training.

Fee Installment	Training Fee	Caution Money	Pupil Fund	Remarks
First	Rs 10500	Rs 1000	Rs 300	Total **Rs.11800/-** to be paid during admission
Second	Rs 10500	-	-	3 months after commencement of course
Third	Rs 10500	-	-	6 months after commencement of course

Fourth	Rs 10500	-	-	9 months after commencement of course
Exam Fee	Rs 100	-	-	Before commencement of exams

*The tuition fees is to be paid by 15th of the month mentioned above.

Note:

1. **Fee can be deposited with a late fee of Rs. 5 per day till the last date of month failing which his name will be struck off from the roll of the institute automatically.**
2. **There is a provision for re-admission of the trainee whose name has been struck off due to non-deposit of the fee within the time prescribed subject to the submission of written statement for the lapse from the parents and re-admission fee of Rs. 100/- and late fee as applicable will be charged.**
3. **Full/Partial Tuition fee can be financed by any Nationalized Bank of India as per their Terms & conditions. The loan for tuition fee is at the sole discretion of bank & eligibility of the candidate.**
4. **Any kind of fee paid once will not be refunded (full or partial) under any circumstances.**
5. **Reimbursement of Tuition fee to the candidate belonging to SC/OBC/Minority & post metric Scholarship is as per eligibility/entitlement from the department of SC/ST/OBC/Minority, GNCTD.**
6. **The applicant has to apply online on the website www.scstwelfare.delhigovt.nic.in and printout has to be deposited to the institute duly signed by the candidate before the due date as published yearly.**

16. GENERAL RULES & INFORMATION FOR CANDIDATES

A. **Uniform**: Candidates shall have to get two sets of prescribed uniform for respective sector within 10 days from the date of admission and shall wear the same daily. The color code prescribed for each course/sector may be confirmed from the respective Master Trainer prior to stitching of the Uniform.

The Uniform consists of Trouser, Coat, Tie, Black Shoes and White Socks to wear compulsorily during training.

Candidates are required to adhere to Industry prescribed grooming standards at all times.

B. **Holidays/Leave** Admissible to Candidates: Candidates are allowed the same holidays as fixed by Delhi Government for its staff.

Fashion Show Event at the campus by the trainees of Retail Services, WCSC Vivek Vihar, Delhi

    a. Casual Leave:- In addition to usual holidays, candidates are admissible to avail casual leave @ 8 days per year, 5 days at any one time subject to the sanctioning of leave by competent authority. Casual leave can't be combined with another kind of leave.

    b. Medical Leave:- Medical Leave up to 15 days subject to production of Medical Certificate from a Medical Officer may be granted. Leave for a further period of not exceeding 3 weeks may be granted as special leaves. This leave can be granted only once in the training period on recommendations of medical officer acceptable to competent authority.

    c. Unauthorized Absence:- For unauthorized absence up to 5 consecutive days at a time, Candidate will be issued a written warning for first

occasion. If the same is repeated, Candidate will be discharged from the roll of the Institute.

    d. There will be no summer or winter holidays.

C. **ATTENDANCE FOR CANDIDATE**: The minimum compulsory attendance in each subject for candidates in regard to their eligibility for Final Sector Examination is 80% of the actual number of working days.

D. **SUSPENSION / DISCHARGE**

    a. Candidates are liable for discharge on account of unsatisfactory progress in training/non-completion of mandatory industrial training as per the norms of the respective course

    b. Candidates are liable for discharge on account of non-payment of quarterly tuition fee within stipulated time in June, September and December 2020 respectively.

    c. Candidates are liable for discharge on account of NOT ADHERING TO MINIMUM COMPULSORY ATTENDANCE i.e if attendance percentage falls below 60%.

    d. For acts of indiscipline, ragging activity and misconduct.

    e. The pending investigation of allegations against him/her.

E. **DISCIPLINE**

    a. The complete disciplinary control will rest with the Principal of the Institute or any other officer(s) appointed by the competent authority for the purpose and the Candidates must conduct themselves in accordance with the disciplinary rules of centre as framed and notified by the Principal**.**

    b. Under the Rules, following Activities are Strictly Forbidden:

        i. **RAGGING IN ANY FORM IS STRICTLY PROHIBITED.** If any incident of ragging comes to the notice of the authority, the concerned candidate/candidates may be given the opportunity to explain and if his/her/their explanation is not found satisfactory, the authority would expel him/her/them from the Centre.

        ii. Disfiguring or otherwise damaging Centre's property.

        iii. Smoking in the class room, workshop and laboratory or during field training.

        iv. Use of drugs or intoxicants except for those prescribed by a registered medical practitioner and under the knowledge of Principal of the Centre.

        v. Any form of gambling.

        vi. Rowdyism and rude behavior.

        vii. Use of violence in any form.

        viii. Casteism/communalism or practice of untouchability.

ix. Offences of cognizable nature.
x. Any other conduct unbecoming of a candidate in the institution, any candidate indulging in any of the forbidden practice may attract any or more of the following disciplinary action: -
   1. Cancellation of the scholarship/free ship/stipend (in part or in whole, temporarily or permanently) in accordance with the rules prescribed in this regard.
   2. Fine,
   3. Suspension,
   4. Expulsion,
   5. Rustication.

F. **CAREER SUPPORT:**
   i. World Class Skill Centre is committed to try to provide 100% internship and placement assistance to all its trainees. Trainees would be guided
      1. To build an appealing resume
      2. To build an on-line portfolio
   ii. In pre-internship phase trainees would be provided three opportunities to appear in internship evaluation process of the selected organizations/companies.
   iii. And in post-internship phase trainees would again be provided three opportunities to appear in placement evaluation process of the selected organizations/companies.
   iv. Note: Internship and Placement opportunity would be offered to only those students who are able to successfully complete the scheduled course work in stipulated time frame.

G. The candidates for admission have to give an undertaking that they will abide by the rules and regulations prescribed by the Principal and any action taken in this regard on the candidate by the Principal shall be final.

H. **Note: - All disputes pertaining to the admission shall fall within the jurisdiction of courts located in Delhi**.

17. EXAMINATION & CERTIFICATE

Final Examination will be conducted in April/May 2021 by DTTE, Govt. of Delhi. Upon successful completion of the respective courses and passing of exams, candidates will be awarded the certificates issued by State Council of Vocational Training (SCVT), Govt. of NCT of Delhi.

Participation in Road Safety Week Walkathon by students of WCSC

18. CAMPUS FACILITIES

1. Fully Air-Conditioned building with Power back-up & lift facility available for all the floors.

2. Classes are clean & well maintained with modern furniture.

3. Campus is equipped with latest infrastructure viz Smart classrooms, latest i7 Computers with high resolution LED monitors, document processors etc.

4. Industry experience faculty for imparting training as per the guidelines by DTTE/ ITE Singapore.

5. Latest and most advanced training methodology.

6. Curriculum for Hospitality Operations & Retail Services courses prepared by ITE Singapore whereas the curriculum for all other courses have been developed in consultation of industries available with DGT and approved by SCVT, Delhi.

7. Certification by State Council of Vocational Training (SCVT), Govt. of Delhi.

8. Employment opportunities in prominent companies and start-ups specific to the respective courses.

9. Minimum three months of industry internship (as prescribed in the respective course) is mandatory.

10. Labs in Hospitality operations department are equipped with latest machines like high pressure injectors, steam cleaner for carpet cleaning, buffing cum scrubbing machine etc.

11. Labs in Retail Service department is equipped with the facilities to provide ample hand-on in subjects like store display.

12. Latest technology and software viz HTML5, CSS3, MySQL, Php, Bootstrap, Google Adwords, SEO, SMO, Wordpress, WAMP Server, LibreOffice are used to provide web development and digital marketing training.

13. The institute provides ample opportunities for candidates to participate in extracurricular activities for their exposure. Students from WCSC regularly take part in events like career conclave, Trade Fairs etc.

14. Other than the world class facilities the institute also organizes and hosts visits and guest lectures of industry experts.

15. Provides RO drinking water to all the trainees.

Note: All aspirants are advised to visit the respective Institutions prior to allotment of seats, if desired so. No request for change in course/centre will be entertained after allotment of seat.

19. PLACEMENTS

There are many prominent PAN India and Multi-National companies asking for Master Craftsman/Specified Skilled Professionals. Successful candidates can apply in prudent companies, groups, hotels, shopping malls, retail outlets etc. in Delhi, NCR and Pan India.

Hospitality Operations: Hotels / Groups in which candidates of the past batches have worked/interned are given below.

1. Oberoi Group
2. Radisson Hotels Group
3. Le Meridian
4. Taj Group
5. Jaypee Hotels
6. ITC Hotels
7. Holiday Inn
8. Park Plaza
9. Fortune Excalibur Group
10. Hulhule Island Resort Maldives
11. Kingdom of Dreams
12. Sarovar Hotels
13. Sheraton Hotels
14. Piccadeli
15. Kempinski Delhi
16. Shivanta Foods
17. Lalit Hotels
18. Leela Hotels
19. INOX Group
20. JW Marriot
21. Seven Seas PVR Group
22. TATA Star Bucks

Retail Services: Students of Retail Sector have worked with / are working and training with retail chains/ companies like:

1. Reliance Retail Limited
2. Future Group
3. Marks and Spencers
4. Mahindra Retail Limited
5. Hennes & Mauritz
6. Aditya Biral Group
7. Devyani International
8. Costa Coffee
9. Tata Croma
10. Shoppers Stop
11. Titan
12. Central Mall
13. Nike
14. Grolier International
15. Tanishq
16. Decathelon

Finance Executive: Students of this sector gets opportunity to work with Accounting firms, CAs etc. Some of the firms/companies where students of previous batches were placed / interned are:

1. Angel broking
2. India Invest
3. Religare
4. Sherkhan
5. Religare
6. Angel Broking
7. N J India Invest Ltd.
8. Axis Securities
9. Nagarro Softwares Ltd.
10. SMC Global Ltd.
11. Intelenet Global Ltd.
12. NIIT Smart Serve Ltd.
13. Elite Wealth Ltd.
14. Motilal Oswal Ltd.
15. Futuristic Group
16. Genpact Ltd.
17. RBS Ltd.
18. Convergys Ltd.

Digital Marketing and Web Development - IT/ITeS Sector: Students of previous batches of IT/ITeS Sector interned with/were placed/are working with companies like:

1. High Performance Computing Private Limited
2. All Sports.in
3. Red Dash Media

4. Iveera Tech Support Private Limited
5. Acube Digital
6. Digital Monkey Solutions
7. NKTech
8. EduSocial Digital Solutions Private Limited
9. Bhava India Overseas
10. Zonopact Incorporation
11. Global Business Corporation
12. Recon AppMagic Private Limited
13. Shimuk Enterprises Private Limited
14. LoveKarmaPassion Communication Private Limited
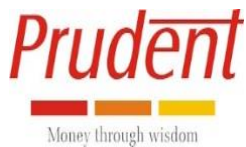
20. SCHEDULE OF ADMISSION AND COUNSELING

Centralized admission centre WCSC, Vivek Vihar, Delhi
Academic Session March 2020 to February 2021

S.No	Activity	Date & Time
1.	Start and closing Date of availability of information bulletin and admission application form for download	24-02-2020 to 20-03-2020 (10.00 a.m. to 4.00 p.m.)
2.	Last date of receipt of filled application forms along with registration fee of Rs. 150/-	20-03-2020 up to 4.00 p.m.
3.	Display of List of Short Listed Applicants (based on qualifying marks).	25-03-2020 (at 4.00 p.m.)
4.	Objection submission against the Shortlisted List by applicants, if any.	26-03-2020 (10.00 a.m. to 2.00 p.m.)
5.	Display of Revised List of Short Listed Applicants (based on qualifying marks) after removing objections, if any.	27-03-2020 (at 4 p.m.)
6.	Display of oral IT Test and Interview Schedule.	27-03-2020 (at 4 p.m.)
7.	Conduct of oral IT Test and interview as per Schedule.	30-03-2020, 31-03-2020 and 01-04-2020 (10.00 a.m. onwards)
8.	Display of Final Rank List of Qualified Applicants in order of Rank	09-04-2020 (at 4 p.m.)
9.	Admission in order of Rank & Fee deposit after verification of documents. (detailed schedule will be uploaded on department website)	13-04-2020 to 30-04-2020 (10.00 a.m. to 4.00 p.m.) (tentative subject to no. of applications received)
10.	Commencement of the Academic Session (Orientation of the newly admitted students)	27-04-2020 (at 10.00 a.m.)
11.	Display of vacant seat position, if required (ROUND – 2)	01-05-2020 (at 4.00 p.m.)
12.	Admission against Vacant seats & Fee deposit after verification of documents, if seats remain vacant(ROUND – 2)	04-05-2020 & 05-05-2020 (10.00 a.m. to 4.00 p.m.)
13.	Display of final vacant seat position, if required	06-05-2020 at 4.00 p.m.
14.	Open round, if required	Visit Department Website regularly

Please Note:

1. Any update, corrigendum etc. against the admission schedule as detailed above will be posted on department website/WCSC, Vivek Vihar, Delhi Notice Board only. Hence, candidates are requested to keep in regular touch with the department website www.tte.delhigovt.nic.in or WCSC Vivek Vihar, Notice Board.

2. Admission application forms can be deposited at any of the seven WCSC centres (List of centres available at Page No 8 of this bulletin). However, all other admission related activities i.e. Display of Lists /Oral IT Test/Interview/Admission Counseling will be held at centralized admission centre WCSC, Vivek Vihar, Delhi only.

Government of National Capital Territory of Delhi
WORLD CLASS SKILL CENTRE
DEPARTMENT OF TRAINING & TECHNICAL EDUCATION
MUNI MAYA RAM MARG, PITAMPURA, DELHI-110034
Tel: 011-27325342, 27325343, 27327771, 27321024
Website: http://www.tte.delhigovt.nic.in/

*This is for the information only and does not constitute as a legal document.