

**Yashoda Girls' Arts & Commerce College,
Nagpur**



Short Term Course

**Certificate Course in Corporate Communication and
Public Relations**

Approved by

Department of Lifelong Learning & Extension,

Rashtrasant Tukadoji Maharaj Nagpur University

Session: 2021-2022

Department of Commerce

Duration: 35 Days

Co-ordinator: Dr. K.G. Meshram



Yashoda Girls' Arts & Commerce College

Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur
NAAC Accreditation B++ with 2.82 CGPA

Sneh Nagar, Wardha Road, Nagpur. 440015

BRIEF REPORT of IQAC

Academic Year- 2017-2018

Name of Add on Course	Add on Certificate course in Corporate Communication and Public Relations	
Academic Year of Course	2021-2022	
Organizing Department/ Committee	Department of Commerce)	
Duration of the course	1 Month (35 days)	
Number of students Completing the course	40 Students	
Brief Report	Certificate course on Corporate Communication and Public Relations was undertaken by the department of Commerce for 35 days in which total 40 students of B. Com were participated. The course was approved by the Department of Lifelong Learning & Extension, Rashtrasant Tukadoji Maharaj Nagpur University. All the students completed the course and also appeared for the examination conducted at the end of the course. They have been given grades. The certificates are also given to them. The course was a grand success and the students were satisfied at the end of the course.	
Number of Beneficiaries:	Students: 40	
Criterion No: 1	Metric No: 1.2.1 & 1.2.2	
Signature of Course Co-ordinator	Signature and Stamp of IQAC Co-ordinator	Signature & Stamp of Principal
	 Co-ordinator, IQAC Yashoda Girls' Arts & Commerce College, Nagp...	 PRINCIPAL Yashoda Girls Arts & Commerce Coli. Sneh Nagar, Nagpur-15

Letter of Permission from the Principal to introduce the Short Term Course

BRIEF REPORT of IQAC

Purushott
Yashoda Girls' Arts & Commerce College

Accredited B++ with 2.82 CGPA for First Cycle by NAAC

(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)

Sneh Nagar, Wardha Road, Nagpur 440015

Tel. 0712 2290637 Fax: 0712 2290368 www.yashodagirlscollege.edu.in E-mail: ygc.ngp@rediffmail.com

----- DEPARTMENT OF COMMERCE -----

Dr P G Fating - 9422102921

Dr K G Meshram - 9970071236

YGCC No: dc/csb/stc 2021-22

Date: 20 Nov 2021

To,

The Principal,

Yashoda Girls' Arts & Commerce College, Nagpur-440015

Subject:- Application for permission to start Short Term Course

R/Sir,

I wish to bring to your kind knowledge that as per the directions given in the IQAC meeting, I wish to introduce a Short Term Course for 1 Month (36 Hours) entitled Certificate Course in **Corporate Communication & Public Relation** for the 40 students (B Com Final Year) in collaboration with Department of lifelong Learning & Extension, R T M Nagpur University, Nagpur.

You are requested to give me permission to introduce the course.

Thanking You,

Dr K G Meshram
Head, Commerce Study Board,
Yashoda Girls' Arts & Commerce College,
Nagpur- 440015

Permission granted
Prath
20/11/2021

Brochure of the Short Term Course

Purushottam Knaparde Health & Education Society's
Yashoda Girls' Arts & Commerce College

Accredited B++ with 2.82 CGPA for First Cycle by NAAC
 (Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)
 Sneh Nagar, Wardha Road, Nagpur 440015
 Tel: 0712 2290537 Fax: 0712 2290368 www.ygcnp.org E-mail: ygcnp@rediffmail.com

----- **COMMERCE STUDY BOARD** -----

Dr K G Meshram – 9970071236

YGC No:

Date: 28/02/2022




RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY
 DEPARTMENT OF LIFELONG LEARNING AND EXTENSION
 (UNDER JEEVAN SHIKSHAN COURSES)
 YASHODA GIRLS' ARTS & COMMERCE COLLEGE
INTERNAL QUALITY ASSURANCE CELL (IQAC) & COMMERCE STUDY BOARD
IS ORGANIZING Virtual SHORT TERM CERTIFICATION COURSE Program

One Month(36 Hours) **VIRTUAL CLASSES** On

Corporate Communication & Public Relation

Starting from 2nd Mar. 2022 to 31st Mar. 2022 for the Commerce Students.

Information of Faculty Member

S.N	Name	Topics to be Taught			
1.	 Dr Narendra Bagde P.W.S. Arts & Commerce College, NAGPUR	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Stakeholder Theory</td></tr> <tr><td>Corporate Identity</td></tr> <tr><td>Communication Strategy</td></tr> </table>	Stakeholder Theory	Corporate Identity	Communication Strategy
Stakeholder Theory					
Corporate Identity					
Communication Strategy					
2.	 Dr Sudhir Farnaware Shri Pandharnath Arts & Commerce College, NARHED	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Communication Strategy</td></tr> <tr><td>Media Relations</td></tr> <tr><td>Corporate Social Responsibility</td></tr> </table>	Communication Strategy	Media Relations	Corporate Social Responsibility
Communication Strategy					
Media Relations					
Corporate Social Responsibility					
3.	 Dr Prashant M Patil	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Communication in times of Crisis and Conflict</td></tr> <tr><td>New Media, New Communication</td></tr> <tr><td>Employee Communication</td></tr> </table>	Communication in times of Crisis and Conflict	New Media, New Communication	Employee Communication
Communication in times of Crisis and Conflict					
New Media, New Communication					
Employee Communication					

Letter of approval from the affiliating University for the course



RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY
Established by Government of Central Provinces Education Department by notification No. 813 dated the 21st of August, 1925 &
affiliated to State University governed by Maharashtra Public Universities Act, 2014 (1964). Act No. 01 of 2014.
DEPARTMENT OF LIFELONG LEARNING AND EXTENSION
Gurunarak Bhavan, University Campus, Amravati Road, Nagpur - 440 033. Phone : 2530880
E-mail : doll_rtmnu@gmail.com

To,
The Principal
Yashoda Girls College,
Nagpur.

No.DOLLE/ 296 /22
Dated :17.02. 2022

**Subject : Sanction for Conducting Short Term Online Courses under
Jeevan Shikshan Abhiyan on No Grant Basis.**

Sir/Madam,

With reference to your proposal for conducting Short Term courses indicated below under Jeevan Shikshan Abhiyan of this Department, this is to inform you that your proposal has been accepted and your College has been granted permission to conduct the online course on the following conditions:

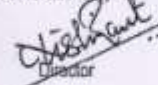
Details of the Course

Sr. No.	Name of the Course	Name of Course Coordinator	Duration	Credit	No. of Candidates to be admitted	Fees to be Charged per Student	Fees to be Deposited With the Deptt.
1	Certificate Course in Health & Yoga	Dr. Lalita Punnya	35 hrs.	2	50	100/-	10%
2	Certificate Course in Corporate Communication & Public Relation	Dr. K.G. Meshram	36 hrs.	2	40	50/-	10%
3	Certificate Course in Agricultural Marketing	Dr. Mahendrakumar D. Kane	35 hrs.	2	35	50/-	10%
4	Certificate Course in Soft Skill for Personality Development	Dr. Govind Rawlekar	35 hrs.	2	35	50/-	10%
5	Certificate Course in Basic English Language Skills	Dr. Anol Raut	35 hrs.	2	35	150/-	10%
6	Certificate Course in Basic Skills Required for Career	Dr. Pramod Fating	35 hrs.	2	40	50/-	10%
7	Certificate Course in Basic Preparation for Competitive Examination	Dr. Suryakant Kapshikar	35 hrs.	2	30	50/-	10%

Rules & Regulations of this Department regarding these courses should be strictly followed.

- Owing to Covid-19 situations all the norms of Central & State Government and instructions by R.T.M. Nagpur University, Nagpur should be strictly followed.
- This sanction is valid for this particular Batch only.
- Fees for the course should be charged as per the norms prescribed.
- Expenditure on the course should be incurred as per norms.
- Course should be started within a Month from the date of sanction.
- Please communicate your acceptance within a month and submit the Initial Report
Submit the List of Students admitted in the excel format attached herewith.
Also send a soft copy in CD/Pen drive.

Your's faithfully,


Director

Curriculum for the course

Purushottam Khaparde Health & Education Society's
Yashoda Girls' Arts & Commerce College

Accredited B++ with 2.82 CGPA for First Cycle by NAAC

(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)

Sneh Nagar, Wardha Road, Nagpur 440015

Tel: 0712 2290637 Fax: 0712 2290368 www: ygcngp.org E-mail: ygc.ngp@rediffmail.com

----- DEPARTMENT OF COMMERCE -----

Dr P G Fating - 9422102921

Dr K G Meshram - 9970071236

YGC No:

Date:

NOTICE

**Constitution of Committee for Designing Curriculum for
Certificate Course in Corporate Communication & Public Relation**

As per the decision of the Internal Quality Assurance Cell of the Institution to introduce Certificate Course in Corporate Communication & Public Relation for 1 month (36 Hours) for the students of Commerce Faculty with the specific purpose to bridge the gap and supplement the advanced learning contents, a committee of faculty members and experts is being constituted for framing the curriculum for the said Add-on-Course. The names of the committee members are as under:-

1. Prin. Dr. Dhanraj Shete	Chairman	Principal, Yashoda Girls' Arts & Commerce College, Nagpur.
2. Dr. Narendra Bagde	Member	Vice-Principal, Dr Madhukarrao Wasnik P W S Arts and Commerce College, Nagpur.
3. Dr. Prashant M Patil	Member	Dr Haribhau Admane Arts & Commerce College, Saoner.
4. Dr K G Meshram	Member	Professo, Yashoda Girls' Arts & Commerce College, Nagpur.

All the Committee members are hereby informed that:-

- They should frame the syllabus remaining committed to curriculum enrichment standards.
- The duration of the Add-on-Course should be kept in mind while framing the syllabus.
- The syllabus should be framed in an organized, efficient manner taking into proper consideration the specific objective of the course and the course outcomes (COs).



(Signature)

(Course co-ordinator)

PRINCIPAL

Yashoda Girls' Arts & Commerce College, Nagpur.

Yashoda Girls Arts & Commerce
College, Sneh Nagar, Nagpur - 15

Note: Copy forwarded for information and action to all the committee members

List of students admitted

Corporate Communication & Public Relations

No. of Students Admitted

Sr	Name of the Student	DOB	Contact no	email id
1	ANITA BACHHALAL SAHU	10.04.1996	9146745517	anita_ahu2625@gmail.com
2	BABLI SANTOSH SHRIWAS	17.03.1999	9130691633	babli:shriws1999@gmail.com
3	BINDIYA INDRAJIT SHRIWAS	04.03.1999	7276022759	ishikadulwani@gmail.com
4	HIMANI ANANDRAO MISAL	10.07.2002	8830491559	misalhimani@gmail.com
5	KAJAL GENDLAL VARMA	14.12.2001	8830126713	kpvarma1412@gmail.com
6	KAVITA BACHHANSING THAKUR	01.06.2001	7038447368	kavita:01kt@gmail.com
7	KAYYANI YESHWANTRAO MAROTKAR	08.12.1999	7249423192	kalyanimarotkar7@gmail.com
8	KHUSHBU HARIDAS GAUTAM	10.09.2000	7719833480	khushigautam140@gmail.com
9	KHUSHBU SANJAY NARAD	25.01.2001	8857921051	khushinarad25@gmail.com
10	LAXMI CHAINLAL SULAKHE	07.06.2001	9359226581	laxmi:sulakhe78@gmail.com
11	MANDAKINI BHUJENDRA PATHAK	20.04.2000	8234068352	mohinipathak@gmail.com
12	MANISHA UMACHARAN SAHU	09.12.2000	9356416586	ms0915378@gmail.com
13	MAYURI NAMDEO KUMARE	24.11.2001	8605332872	mavurikumare144@gmail.com
14	MRUNAL AJAY BANTE	03.01.2002	7263089678	saksh:bante729@gmail.com
15	NAUSHABA JUBER KHAN	12.10.2000	8626021650	naushaba8411@gmail.com
16	NIKITA NAMDEO KUMARE	20.05.2000	8605332872	nikkikumare664@gmail.com
17	NISHA DEOGLAL SHAHU	25.07.1999	9579193972	sha98204@gmail.com
18	NIVEDITA ANKUSH DHAWADE	20.08.2002	9175925066	nivedita:adhawde452@gmail.com
19	PALLAVI SHRIRAM MISAL	28.06.2001	9763188431	ankumisal8@gmail.com
20	PAYAL DILIP KAMBLE	16.08.2001	7448209009	kambiepayal443@gmail.com
21	PRACHI MANOJ NAGDIVE	18.11.1998	9370742914	nagdiveprachi4068@gmail.com
22	PRAGATI ARUN MISHRA	10.07.2000	8055915468	pragatimishra0311@gmail.com

List of students admitted

23	PRANALI KHUSHALRAO GADEKAR	15.03.2002	9322314750	praneligadekar15@gmail.com
24	PRERNA KISHOR RAMITEKE	21.01.2001	7447823567	ramtekepriti901@gmail.com
25	PRINCY TILAKCHAND BRAMHE	05.07.2001	7709801856	princybramhe786@gmail.com
26	PRITI SURESH NAGPURE	25.04.2001	9145769518	pritinagpure001@gmail.com
27	PRIYANKA SIDDHARTH KAMBLE	04.04.2001	7821053841	pskamble0404@gmail.com
28	POOJA RAVINORA UPRE	26.10.2001	9049071650	poojaupre37@gmail.com
29	RANI SUBELAL BILONE	08.10.2000	7620052634	ranibilone28@gmail.com
30	ROSHNI RAMPRASAD BISEN	20.07.2001	7058296907	roshanibisen8@gmail.com
31	RUCHI SHIVKANT TIWARI	29.03.2002	8109311064	rt4250024@gmail.com
32	SEEMA SHYAMDATTA VISHWAKARMA	01.10.2000	9307396705	seemavishwakarma343@gmail.com
33	SHAILI HARISH UKEY	04.09.2001	9970428931	shailyukey28@gmail.com
34	SHIVANI ARUN TIWARI	13.08.2002	8080163224	shivani0047@gmail.com
35	SHRUTI DILIP BHAIJBHUJE	21.08.2002	7822823314	srushibhajibhuje@gmail.com
36	SHWETA SURESH MANKAR	02.12.2001	9075379846	shwetamankar963@gmail.com
37	SNEHAL ISHWARDAS RAUT	24.04.2001	7261966869	snehalraut382@gmail.com
38	VAISHNAVI AMRUT BHAT	21.10.2001	9307179853	bvaishnavi521@gmail.com
39	VAISHNAVI MILIND NARKHEDE	10.07.1998	7559266271	vaishnavin1007@gmail.com
40	VARSHA HIRALAL YADAV	16.06.2002	9764947559	vy13774@gmail.com



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(Course Coordinator)

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Principal
Vaishode Girls Arts & Commerce
College, Sone Nagar, Nagpur-15

Initial report of the course

RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY
DEPARTMENT OF LIFELONG LEARNING AND EXTENSION
INITIAL REPORT UNDER JEEVAN SHIKSHAN COURSES

1. Basic information about the Applicant College :

1. Name of the College : Yashoda Girls' Arts & Commerce College.
2. Complete Postal Address of the College : Sneh Nagar, Wardha Road Nagpur- 440015 (PH. 2290637)
3. Affiliated to : R T M Nagpur University, Nagpur.
4. Affiliation No. : BCUD/R/2009/J/521 Dt. 02/03/2009
5. Name of the Principal : Dr. Dhanraj V Shete
6. Phone / Mobile No. : 9665553451 / 7972612235
7. E-mail id College/ Principal : ygc.ngp@rediffmail.com / dhanrajshete1002@gmail.com

2. Details of the Course Proposed:

1. Name of the Certificate Course : Certificate Course in Corporate Communication & Public Relation
2. Target Group (s) : One
3. Duration : 1 Month (36 Hours)
4. Timing of the Course : 10:00 AM to 11:00 AM
(Attach a copy of Time-Table)
5. Medium of Instruction : English / Hindi / Marathi
6. No. of Students Admitted : 40 Students
7. Fees to be Charge Per Student : Rs 50.00 Per Student

3. Syllabus for the Proposed Course : Copy enclosed

4. Details of the Faculty for Course :

1. Whether College has any Degree/
Diploma Course related to the proposed Course : No
2. Whether the Course is prepared by experts from related field : Yes

3. Information of Course Coordinator (to be Appointed for the course) :

Name and Address	Qualification	Experience
Dr K G Meshram Associate Professor, Commerce Yashoda Girls' Arts & Commerce College, Nagpur.	M Com., M Phil., Ph D.	18 Year Teaching for UG

Initial report of the course

4. Information of Faculty Members: (To be appointed for the course)

Sr. No.	Name of the Faculty Member	Qualification	Topics	Full Postal Address
1.	Dr Narendra Bagde	M Com., M Phil., Ph D.	Stakeholder Theory; Corporate Identity; Communication Strategy	Ambazari Hill Top, NAGPUR.
2.	Dr Sudhir Narnaware	M Com., M Phil., Ph D.	Media Relations; Corporate Social Responsibility;	Jay Bhim Nagar NAGPUR.
3.	Dr Prashant Patil	M Com., M Phil., Ph D.	Communication in times of Crisis and Conflict; New Media, New Communication; Employee Communication	Indraprasta Lay-out NAGPUR.
4.	Dr K G Meshram	M Com., M Phil., Ph D.	Introductions; Different perspectives on Corporate Communication; Examination/ Presentation of Communication Strategies	Yashoda Girls' Arts & Commerce College, NAGPUR.

5. Details of the Physical Faculty to be provided for the course :


- i) Class Rooms available : Institutional Class Room No-1 & 2 / Online
- ii) Library Details : Institutional Library
- iii) Equipment's Details : Computer Lab. / Oh P.
- iv) Any other facility / Online Platforms etc. : Study Material / G-Suit / WhatsApp

6. Particulars of Expenditure :

Sr. No.	Particulars	Amount
1.	Honorarium to Teaching Staff	Rs. 1000.00
2.	Materials	Rs. 500.00
3.	Contingencies	Rs. 500.00
4.	Total	Rs. 2000.00

7. Credit weightage of the course.

Name of the Course	Number of the Hours of Teaching / Training	Number of Credits as per Table A
Certificate Course in Corporate Communication & Public Relation	36 Classes (Hours) including viva / Examination.	02


Signature & Seal Of The
Principal
 Yashoda Girls Arts & Commerce College
 Sneh Nagar, Nagpur-19




Signature & Seal Of The
Course Director



Purushottam Khaparde Health & Education Society's

Accredited
B++
by NAAC

Yashoda Girls' Arts & Commerce College, Nagpur

■ Recognized by Government of Maharashtra ■ Affiliated to RTM Nagpur University, Nagpur
SNEH NAGAR, WARDHA ROAD, NAGPUR - 440 015. (M.S.) INDIA

■ Tel. : 0712-2290637 ■ Fax No.: 0712- 2290368 ■ Website : www.yashodagirlscollege.edu.in ■ Email : ygc.ngp@rediffmail.com

YGC No./

Date _____

UNDERTAKING

Dr. Dhanraj V. Shete , Principal, Yashoda Girls' Arts & Commerce College, Nagpur.
Undertake to state that I shall be abiding by rules & regulations of the Department
regarding the organizing of course.

Dated: 28 Nov. 2021



Signature & Seal

PRINCIPAL

Yashoda Girls Arts & Commerce Colleg
Sneh Nagar, Nagpur-15

Syllabus of the course

Corporate Communication & Public Relations

Course Syllabus

Course Description

Instructor: Dr K G Meshram kgmeshram17@gmail.com

Course timeframe: 36 academic hours (One Month)

This course provides a comprehensive introduction to corporate communications and public relations: it is for anyone with an interest in corporate communication, or anyone seeking to understand the growing importance of communication for corporations. Corporations increasingly need communication to survive, as they need to entertain relations with a variety of stakeholders to prosper. This include sectors external to the organization -customers, governments and civil society organizations—but also stakeholders within corporations themselves, such as employees, managers and investors.

Corporate communication is characterized by being both a field of academic inquiry and a practice: practitioners engage in corporate communication, whereas academics study it. In turn, this course offers a mix of theory and practice: it discusses theories but also aims to show their practical application.

The first weeks of the course focus on the basics of corporate communication: what is it, and what are its historical roots? This is important, as it demonstrates how the position of communication is increasingly considered to be managerial function –and as such should be involved in the key decision-making processes. After these introductory weeks, we turn to two core theories of corporate communication: stakeholder theory and corporate identity. These form the basis for much of the more specific and applied topics covered in the following weeks. In the last two weeks before the midterm exam, we discuss how corporations can construct communication campaigns –which will be useful as you will be tasked with creating your own communication campaign during the course. After the midterm exam, we tackle specific topics of corporate communication, such as employee communications, how corporations interact with media and journalists, and how corporations should communicate in times of crisis.

Objectives of the course

Learning Objectives

By the end of this course, students should have gained the following knowledge, skills and attitudes:

Knowledge

- Students have a basic understanding of what corporate communication is, what its role in corporations is, and the different perspectives on corporate communication (DLO 1, 2, 3, 6);
- Students understand key theories of corporate communication and public relations (e.g. stakeholder theory) (DLO 1);
- Students know key concepts of corporate communications and public relations

Skills

- Students can apply theories and concepts of corporate communication to real-life corporations(DLO 2);
- Students can use theories and concepts of corporate communication and public relations to develop a corporate communication strategies, taking account of the corporate identity, vision and values (DLO 2, 3, 4);
- Students can present their findings verbally and in writing(DLO 5);

Attitudes

- Students have a critical attitude towards the way corporations and organizations communicate, externally and internally, based on their understanding of theories regarding corporate communication (DLO 2, 6)

Course schedule Course outline

36 Academic Hours	Lesson topic, planned activities and lesson outcomes and evaluation criterion
1 st Week Lecture :3 Hr.	Introductions
Lecture :3 Hr.	Different perspectives on Corporate Communication
Lecture :3 Hr.	Stakeholder Theory
2 nd Week Lecture :3 Hr.	Corporate Identity
Lecture :3 Hr.	Communication Strategy

Lecture :3 Hr.	Communication Strategy
3 rd Week Lecture :3 Hr.	Media Relations
Lecture :3 Hr.	Corporate Social Responsibility
Lecture :3 Hr.	Communication in times of Crisis and Conflict
4 th Week Lecture :3 Hr.	New Media, New Communication
Lecture :3 Hr.	Employee Communication
Lecture :3 Hr.	Examination/ Presentation of Communication Strategies

Course Materials

The course relies heavily on the book by Joep Cornelissen (reference below), which you should buy. *Make sure to buy the fourth edition*, as this contains additional chapters on CSR and social media which are required for the course.

Cornelissen, J. P. (2014). *Corporate Communication (4 edition.)*. Los Angeles: Sage Publications Ltd.

Any additional readings can either be found online through Web of Science or will be distributed during the course.

Course Assessment

The students will be evaluated on the basis of their performance as follows

- Midterm examination (25%)
- Communication plan(25%)
- Presentation of Communication plan (15%)
- Final examination (35%)
- TOTAL (100%)




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PRINCIPAL

Yesode Girls Arts & Commerce College
Sneh Nagar, Nagpur-15

=====YGC=====

Time Table of the course

4.	 Dr K G Meshram	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Introductions</td> </tr> <tr> <td>Different perspectives on Corporate Communication</td> </tr> <tr> <td>Examination / Presentation of Communication Strategies</td> </tr> </table>	Introductions	Different perspectives on Corporate Communication	Examination / Presentation of Communication Strategies
Introductions					
Different perspectives on Corporate Communication					
Examination / Presentation of Communication Strategies					

Course schedule (Course outline) :-	
TIME-TABLE	
01:00 PM to 02:00 PM	
36 Lectures/days	Lesson topic, planned activities and lesson outcomes and evaluation criterion
Week:1 Lecture:3 Hr.	Introductions
Lecture:3 Hr.	Different perspectives on Corporate Communication
Lecture:3 Hr.	Stakeholder Theory
Week:2 Lecture:3 Hr.	Corporate Identity
Lecture:3 Hr.	Communication Strategy
Lecture:3 Hr.	Communication Strategy
Week:3 Lecture:3 Hr.	Media Relations
Lecture:3 Hr.	Corporate Social Responsibility
Lecture:3 Hr.	Communication in times of Crisis and Conflict
Week:4 Lecture:3 Hr.	New Media, New Communication
Lecture:3 Hr.	Employee Communication
Lecture:3 Hr.	Examination / Presentation of Communication Strategies

---With Best Wishes---



DR K G MESHARAM
COURSE & IQAC CO-ORDINATOR



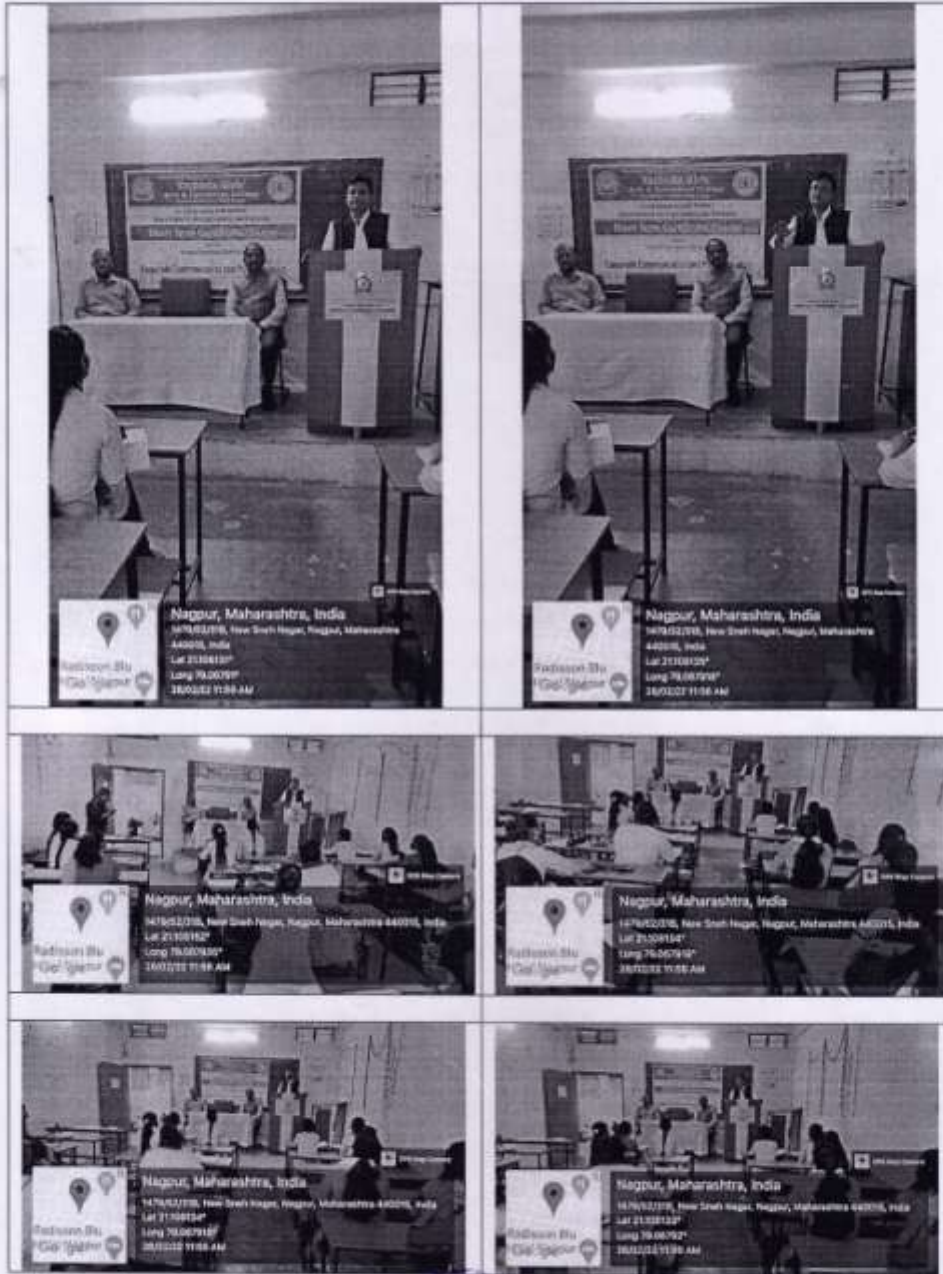
DR DHARMAJ SHETE
PRINCIPAL



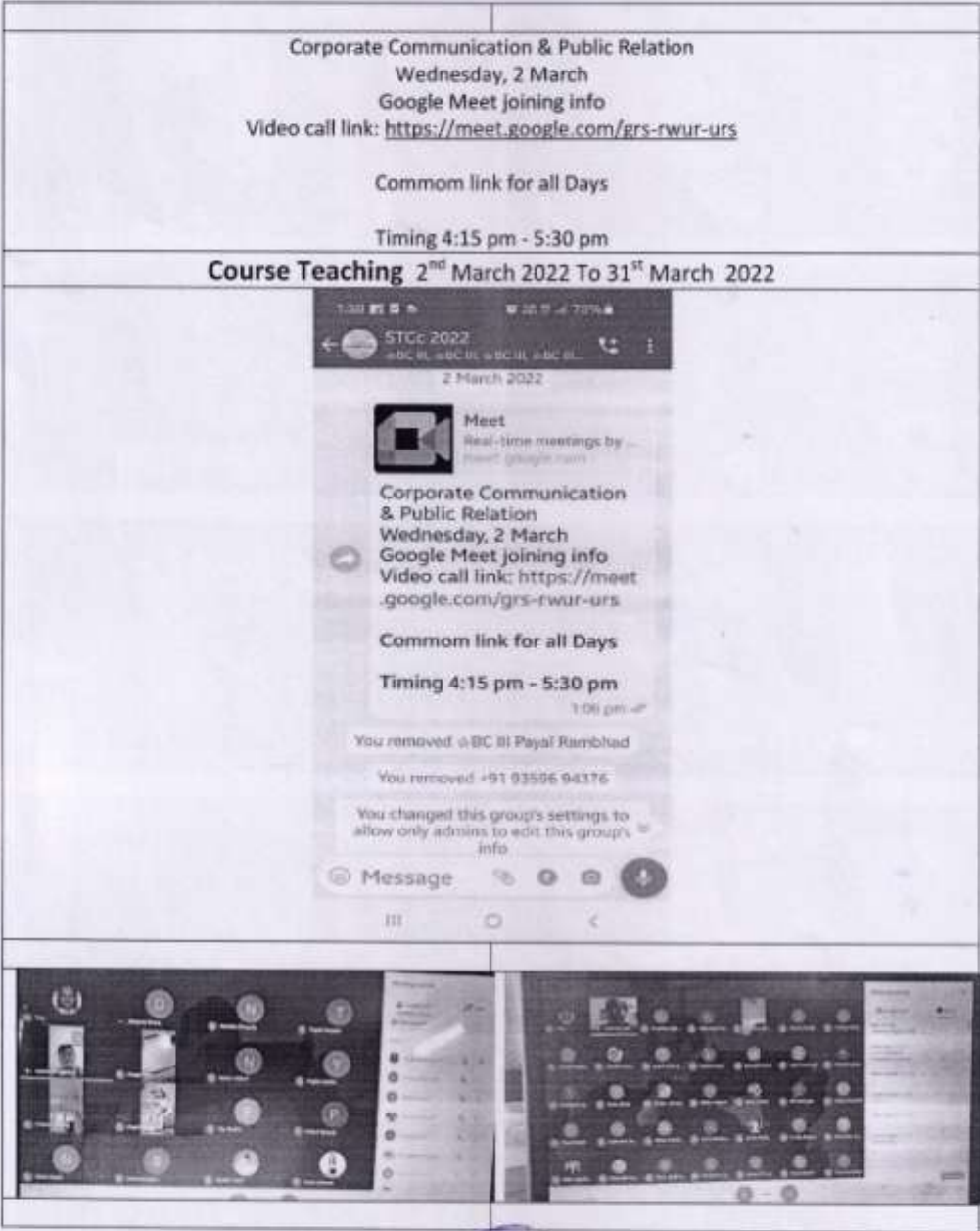
Photographs of the course conducted



Photographs of the course conducted



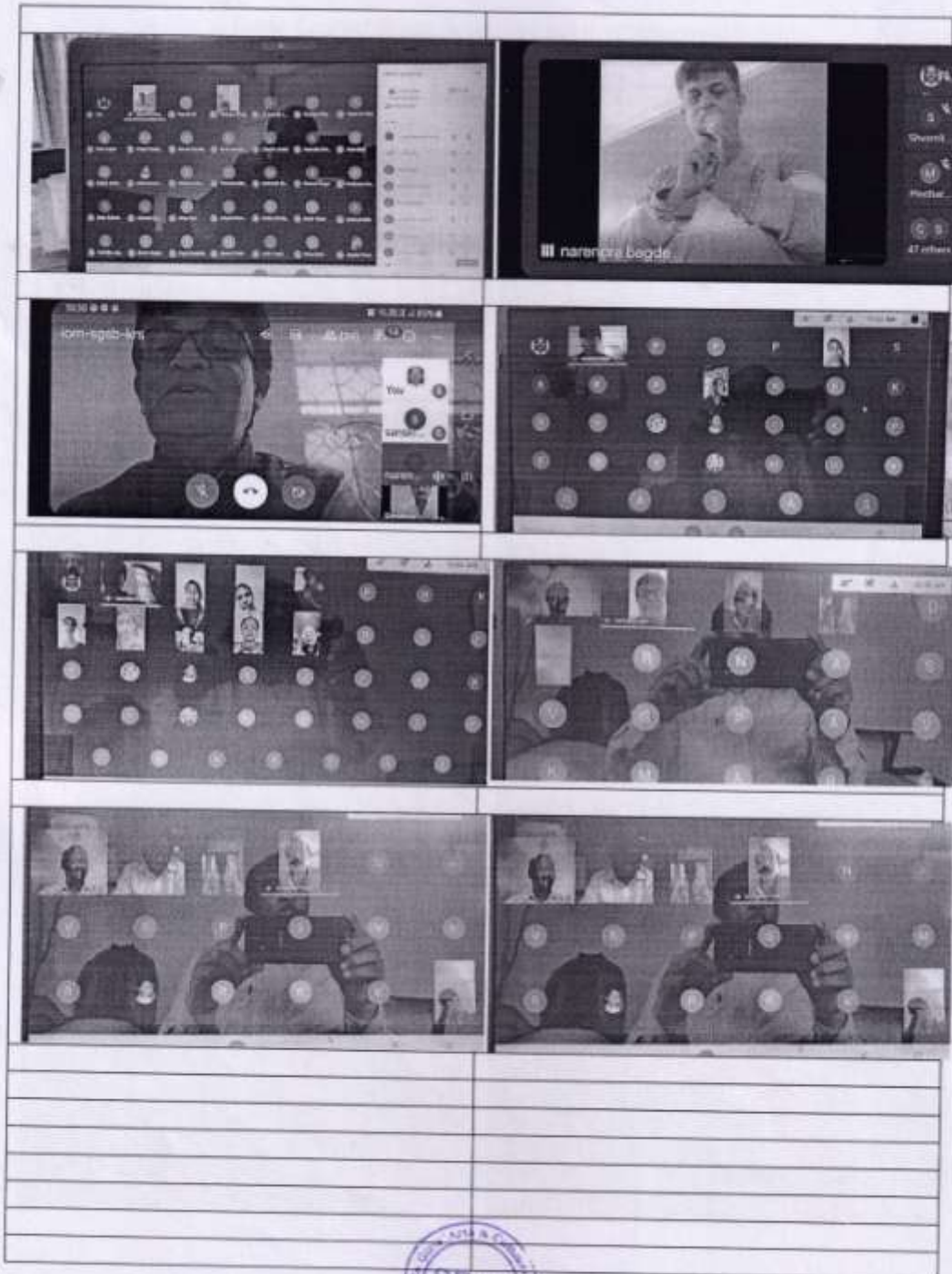
Photographs of the course conducted



Photographs of the course conducted

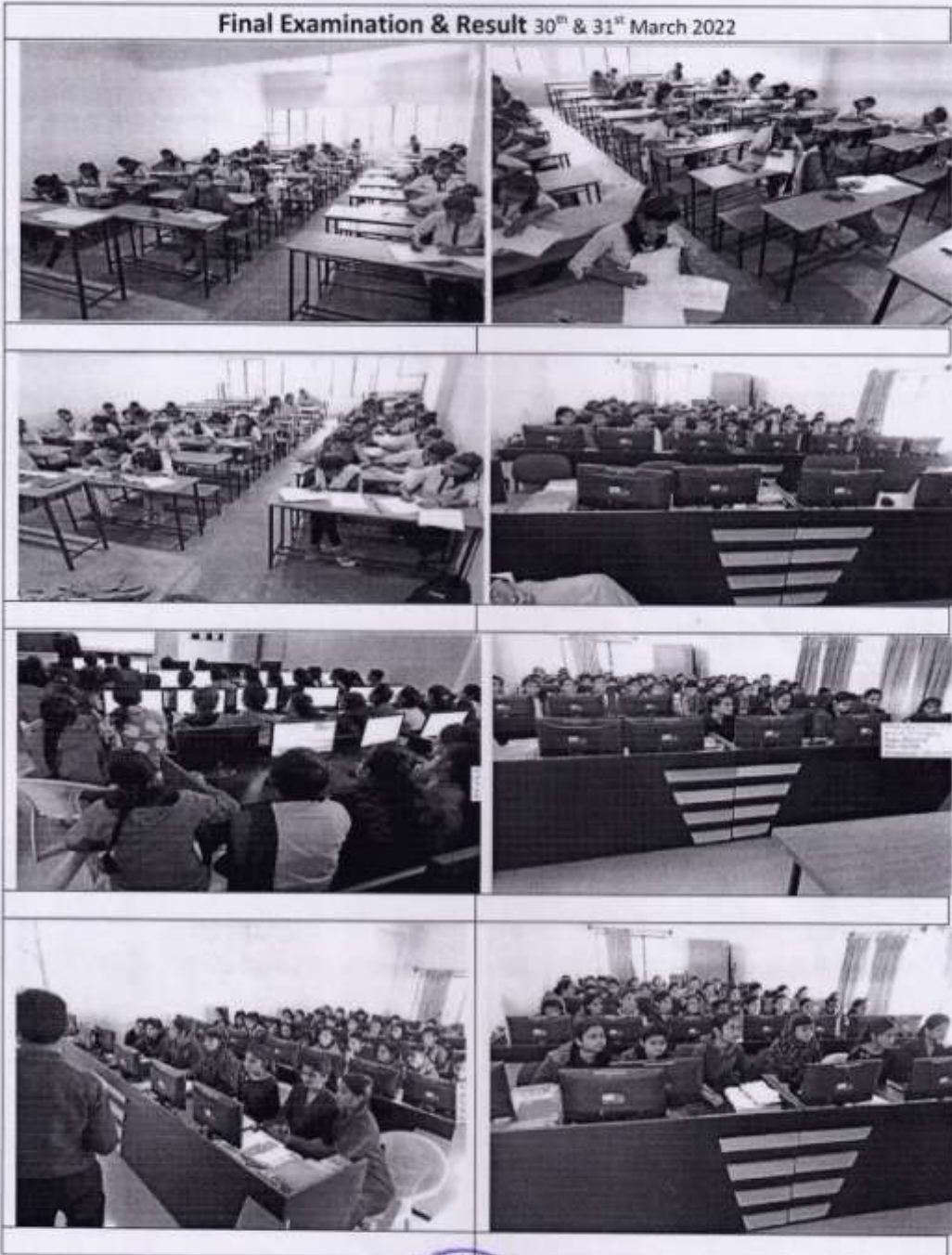


Photographs of the course conducted



SEAL

Photographs of the course conducted



[Handwritten Signature]
(Course Coordinator)



[Handwritten Signature]
Principal
Kashya Girls Arts & Commerce
College, Sneh Nagar, Nagpur-15

Attendance Sheet of the Students

ear (Duration) - 2nd March - 31st March 2022 (36 Hours)

ATTENDANCE CHART

Sl. No.	Name of the Student	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1	ANITA BACHHALAL SAHU	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
2	BABU SANTOSH SHRIWAS	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
3	DINDIYA INDRAJIT SHRIWAS	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	A	P	P	P	P	P	P	P	P	P	P	
4	HIMANI ANANDRAO MISAL	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
5	KAJAL GENDRAL VARMA	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
6	KAVITA BACHHANSING THAKUR	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
7	KAYANI YESHWANTRAO MAROTKAR	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
8	KHUSHBU HARIDAS GAUTAM	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	A	P	P	P	P	P	P	P	P	P	
9	KHUSHBU SANJAY NARAD	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
10	LAXMI CHAINLAL SULAKHE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	A	P	P	P	P	P	P	P	
11	MANDAKINI BHUJENDRA PATHAK	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	A	P	
12	MANISHA UMACHARAN SAHU	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	A	
13	MAYURI NAMDEO KUMARE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
14	MRUNAL AJAY RANTE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
15	NAUSHABA JUBER KHAN	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
16	NIKITA NAMDEO KUMARE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	A	
17	NISHA DEOGUJAL SHAHU	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
18	NIVEDITA ANKUSH DHAWADE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	A	P	P	P	P	
19	PALLAVI SHRIRAM MISAL	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	A	P	P	P	P	P	P	P	P	
20	PAYAL DILIP KAMBLE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		A	P	P	P	P	P	P	P	P	P	P	P	
21	PRACHI MANOJ NAGDIVE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
22	PRAGATI ARUN MISHRA	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
23	PRANALI KHUSHALRAO GADEKAR	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
24	PRENA KISHOR RAMTEKE	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
25	PRINCY TILAKCHAND BRAMHE	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
26	PRITI SURESH NAGPURE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	P	
27	PRIYANKA SIDDHARTH KAMBLE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	A	P	P	P	P	P	P	P	P	
28	POOJA RAVINDRA UPRE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	A	P	P	P	P	
29	RANI SUBELAL BILONE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		P	P	P	P	P	P	P	P	P	P	P	A	



Attendance sheet of the students

	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
ROSHNI RAMPRASAD BISEN	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
RUCHI SHIVKANT TIWARI	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
SEEMA SHYAMDATTA VISHWAKARMA	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
SHAILI HARISH UKEY	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
SHIVANI ARUN TIWARI	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
SHRUTI DILIP BHAJBHUJE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
SHWETA SURESH MANKAR	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
SNEHAL ISHWARDAS NAUT	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
VAISHNAVI AMRIT BHAT	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
VAISHNAVI MILIND NARKHEDE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
VARSHA HIPALAL YADAV	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

name of the College - Yashoda Girls Arts & Commerce College
 name of the Course - Certificate Course in Corporate Communication & Public Relation
 or (Duration) - 2nd March -31st March 2022 (36 Hours)
 Timing 04:15 pm - 05:30 pm (Online Mode- G-Suit)
ATTENDANCE CHART OF FACULTY MEMBER

Name of the Faculty Member	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
Dr K G Meshram	P	P	P	P	P	P																						
Dr Narendra Bagde							P	P	P	P	P	P	P															
Dr Sudhir Narnaware														P	P	P				P	P	P						
Dr Prashant M Patil																							P	P	P	P	P	P



Handwritten signature of the course coordinator.

Course Coordinator: Dr K G Meshram

Handwritten signature of the principal.
 Principal
 Yashoda Girls Arts & Commerce
 College, Bhubaneswar, Odisha, India

Grade Sheet

Name of the College: - Yashoda Girls' Arts & Commerce College

Name of the Course: - Certificate Course in Corporate Communication & Public Relation

Year (Duration): - 2nd March - 31st March 2022

Course Coordinator:- Dr K G Meshram

FINAL MARKS & GREAD CHART

Sr	Name of the Student	MARKS (100)	%	GREAD
1	ANITA BACHHALAL SAHU	76	76	A
2	BABLI SANTOSH SHRIWAS	62	62	B
3	BINDIYA INDRAJIT SHRIWAS	64	64	B
4	HIMANI ANANDRAO MISAL	78	78	A
5	KAJAL GENDLAL VARMA	76	76	A
6	KAVITA BACHHANSING THAKUR	76	76	A
7	KAYYANI YESHWANTRAO MAROTKAR	76	76	A
8	KHUSHBU HARIDAS GAUTAM	64	64	B
9	KHUSHBU SANJAY NARAD	76	76	A
10	LAXMI CHAINLAL SULAKHE	76	76	A
11	MANDAKINI BHUJENDRA PATHAK	78	78	A
12	MANISHA UMACHARAN SAHU	76	76	A
13	MAYURI NAMDEO KUMARE	78	78	A
14	MRUNAL AJAY BANTE	78	78	A
15	NAUSHABA JUBER KHAN	76	76	A
16	NIKITA NAMDEO KUMARE	76	76	A
17	NISHA DEOGULAL SHAHU	78	78	A
18	NIVEDITA ANKUSH DHAWADE	66	66	B
19	PALLAVI SHRIRAM MISAL	76	76	A
20	PAYAL DILIP KAMBLE	66	66	B
21	PRACHI MANOJ NAGDIVE	76	76	A
22	PRAGATI ARUN MISHRA	76	76	A
23	PRANALI KHUSHALRAO GADEKAR	66	66	B
24	PRERNA KISHOR RAMTEKE	78	78	A
25	PRINCY TILAKCHAND BRAMHE	78	78	A
26	PRITI SURESH NAGPURE	76	76	A
27	PRIYANKA SIDDHARTH KAMBLE	78	78	A
28	POOJA RAVINDRA UPRE	76	76	A
29	RANI SUBELAL BILONE	78	78	A
30	ROSHNI RAMPRASAD BISEN	76	76	A
31	RUCHI SHIVKANT TIWARI	76	76	A
32	SEEMA SHYAMDATTA VISHWAKARMA	80	80	A
33	SHAILI HARISH UKEY	76	76	A
34	SHIVANI ARUN TIWARI	78	78	A
35	SHRUTI DILIP BHAJBHUJE	76	76	A
36	SHWETA SURESH MANKAR	68	68	B
37	SNEHAL ISHWARDAS RAUT	76	76	A
38	VAISHNAVI AMRUT BHAT	76	76	A
39	VAISHNAVI MILIND NARKHEDE	66	66	B
40	VARSHA HIRALAL YADAV	78	78	A

(Signature)

(Course Co-ordinator)



(Signature)
Principal
Yashoda Girls Arts & Commerce
College, Neh. Nagar, Nagpur-15

List of students admitted with signature

Purushottam Khaparde Health & Education Society's
Yashoda Girls' Arts & Commerce College

Accredited B++ with 2.82 CGPA for First Cycle by NAAC
 (Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)

Sneh Nagar, Wardha Road, Nagpur 440015

Tel. 0712 2290637 Fax: 0712 2290368 www.yashodagirlscollege.edu.in E-mail: ygc.ngp@rediffmail.com

----- COMMERCE STUDY BOARD -----

Dr K G Meshram – 9970071236

YGCC No: dc/csb/stc 2021-22

Date:

Application Form cum Admitted Student List for B Com 5th Semester 2021-2022

Certificate Course in
Corporate Communication & Public Relations
 Course timeframe: 36 academic hours (One Month)
 (Assuming 20th Jan. 2022 To 28th Feb. 2022)

Sr No	Name of the Student	DOB	Contact no	email id	Sign.
1	ANITA BACHHALAL SAHU	10.04.1996	9146745517	anitasahu2625@gmail.com	
2	BABLI SANTOSH SHRIWAS	17.03.1999	9130691633	babliwriwas1999@gmail.com	
3	BINDIYA INDRAJIT SHRIWAS	04.03.1999	7276022759	ishikadulwani@gmail.com	
4	HIMANI ANANDRAO MISAL	10.07.2002	8830491559	misalhimani@gmail.com	
5	KAJAL GENDLAL VARMA	14.12.2001	8830126713	kgvarma1412@gmail.com	
6	KAVITA BACHHANSING THAKUR	01.06.2001	7038447368	kavita01kt@gmail.com	
7	KAYYANI YESHWANTRAO MAROTKAR	08.12.1999	7249423192	kalyanimarotkar7@gmail.com	
8	KHUSHBU HARIDAS GAUTAM	10.09.2000	7719833480	khushigautam140@gmail.com	
9	KHUSHBU SANJAY NARAD	25.01.2001	8857921051	khushinarad25@gmail.com	
10	LAXMI CHAINLAL SULAKHE	07.06.2001	9359226581	laxmisulakhe78@gmail.com	
11	MANDAKINI BHUJENDRA PATHAK	20.04.2000	8234068352	mohinipathak@gmail.com	
12	MANISHA UMACHARAN SAHU	09.12.2000	9356416586	ms0915378@gmail.com	
13	MAYURI NAMDEO KUMARE	24.11.2001	8605332872	mayurikumare144@gmail.com	
14	MRUNAL AJAY BANTE	03.01.2002	7263089678	sakshibante729@gmail.com	
15	NAUSHABA JUBER KHAN	12.10.2000	8626021650	naushaba8411@gmail.com	
16	NIKITA NAMDEO KUMARE	20.05.2000	8605332872	nikkikumare664@gmail.com	
17	NISHA DEOGULAL SHAHU	25.07.1999	9579193972	sha98204@gmail.com	
18	NIVEDITA ANKUSH DHAWADE	20.08.2002	9175926066	niveditadhawde452@gmail.com	



List of students admitted with signature

19	PALLAVI SHRIRAM MISAL	28.06.2001	9763188431	ankumisal8@gmail.com	<i>A.Misal</i>
20	PAYAL DILIP KAMBLE	16.08.2001	7448209009	kamblepayal443@gmail.com	<i>P.D.Kamble</i>
21	PRACHI MANOJ NAGDIVE	18.11.1998	9370742914	nagdiveprachi4068@gmail.com	<i>Prachi</i>
22	PRAGATI ARUN MISHRA	10.07.2000	8055915468	pragatimishra0311@gmail.com	<i>Pragati</i>
23	PRANALI KHUSHALRAO GADEKAR	15.03.2002	9322314750	pranaligadekar15@gmail.com	<i>Pranali</i>
24	PRERNA KISHOR RAMTEKE	21.01.2001	7447823567	ramtekepriti901@gmail.com	<i>Prerna</i>
25	PRINCY TILAKCHAND BRAMHE	05.07.2001	7709801856	princybramhe786@gmail.com	<i>Princy</i>
26	PRITI SURESH NAGPURE	25.04.2001	9145769518	pritinagpure001@gmail.com	<i>Prity Nagpure</i>
27	PRIYANKA SIDDHARTH KAMBLE	04.04.2001	7821053841	pskamble0404@gmail.com	<i>Prity</i>
28	POOJA RAVINDRA UPRE	26.10.2001	9049071650	poojaupre37@gmail.com	<i>Pooja</i>
29	RANI SUBELAL BILONE	08.10.2000	7620052684	ranibilone28@gmail.com	<i>Rani</i>
30	ROSHNI RAMPRASAD BISEN	20.07.2001	7058296907	roshanibisen8@gmail.com	<i>Roshni</i>
31	RUCHI SHIVKANT TIWARI	29.03.2002	8109311064	rt4250024@gmail.com	<i>Ruchi</i>
32	SEEMA SHYAMDATTA VISHWAKARMA	01.10.2000	9307396705	seemavishwakarma343@gmail.com	<i>Seema</i>
33	SHAILI HARISH UKEY	04.09.2001	9970428981	shailyukey28@gmail.com	<i>S.H.Ukey</i>
34	SHIVANI ARUN TIWARI	13.08.2002	8080163224	shivanit0047@gmail.com	<i>Shivani</i>
35	SHRUTI DILIP BHAJBHUJE	21.08.2002	7822823314	srushtibhajibhujje@gmail.com	<i>S.D.Bhajibhujje</i>
36	SHWETA SURESH MANKAR	02.12.2001	9075379846	shwetamankar963@gmail.com	<i>Shweta</i>
37	SNEHAL ISHWARDAS RAUT	24.04.2001	7261966869	snehalraut382@gmail.com	<i>S.N.Raut</i>
38	VAISHNAVI AMRUT BHAT	21.10.2001	9307179853	bvaishnavi521@gmail.com	<i>V.Bhat</i>
39	VAISHNAVI MILIND NARKHEDE	10.07.1998	7559266271	vaishnavin1007@gmail.com	<i>V.N.Narkhede</i>
40	VARSHA HIRALAL YADAV	16.06.2002	9764947559	vy13274@gmail.com	<i>Varsha</i>

[Signature]
Signature & Seal Of The
Principal
 Kshoda Girls Arts & Commerce
 College, Bach Nagar, Nagpur-15



[Signature]
Signature & Seal Of The
Course Director

Time Table for the course

Course schedule: Course outline - Time Table

2nd Mar. 2022 to 31st Mar. 2022

Timing 04:15 pm – 05:30 pm (Online Mode- G-Suit)

36 Lectures/days	Lesson topic, planned activities and lesson outcomes and evaluation criterion
Week-1 Lecture:3 Hr.	Introductions :- (Dr K G Meshram) March- 2,3,4 i) Methods and Tactics ii) Marketing Communication iii) Organizational Communication
Lecture:3 Hr.	Different perspectives on Corporate Communication – (Dr K G Meshram) March- 5,6,7 i) An International Perspective ii) Management Perspective iii) Stakeholder Management
Lecture:3 Hr.	Stakeholder Theory :- (Dr Narendra Bagde) March- 8,9 i) Investor Relations ii) Employee Relations iii) Consumer Relations
Week-2 Lecture:3 Hr.	Corporate Identity:- (Dr Narendra Bagde) March- 10,11 i) Manner of Communication with Customers ii) Style of Advertising Campaigns iii) Product Packaging
Lecture:3 Hr.	Communication Strategy:- (Dr Narendra Bagde) March- 12,13,14 i) Communication Goals ii) Communication Objectives iii) Communication Planning
Lecture:3 Hr.	Communication Strategy:- (Dr Sudhir Narnaware) March- 15,16 i) Communication Channels ii) Measurable Goals iii) Internal Communication
Week-3 Lecture:3 Hr.	Media Relations:- (Dr Sudhir Narnaware) March- 17,19 i) Information Subsidiy ii) Public Relation Practitioners iii) Ethical Pitfalls
Lecture:3 Hr.	Corporate Social Responsibility:- (Dr Sudhir Narnaware) March- 20,21,22 i) Environmental ii) Philanthropic, Ethical iii) Economic
Lecture:3 Hr.	Communication In times of Crisis and Conflict:- (Dr Prashant M Patil) March- 23,24 i) Conflict and Crisis Management ii) Effective Communication during a Crisis iii) Communication in Pandemic Crisis
Week-4 Lecture:3 Hr.	New Media, New Communication:- (Dr Prashant M Patil) March- 25,26 i) The Evaluation of New Media ii) Career in New Media iii) Scope of New Media Communication
Lecture:3 Hr.	Employee Communication:- (Dr Prashant M Patil) March- 27,28,29 i) Employee Communication Important ii) Communication used in Employment iii) Communication Skills in the Workplace
Lecture:3 Hr.	Examination / Presentation of Communication Strategies (Dr K G Meshram) March- 30,31
Total Lecture 36 Hours	

(Signature)

(Course co-ordinator)



(Signature)
Principal

ashoda Girls Arts & Commerce
College, Sneh Nagar, Nagpur-15

Report of the course

Purushottam Khaparde Health & Education Society's
Yashoda Girls' Arts & Commerce College

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Sneh Nagar, Wardha Road, Nagpur 440015

Tel. 0712 2290637 Fax: 0712 2290368 www: ygcngp.org E-mail: ygc.ngp@rediffmail.com

----- COMMERCE STUDY BOARD -----

Dr K G Meshram – 9970071236

अहवाल

राष्ट्रसंत तुकडोजी महाराज नागपूर विद्यापीठ, नागपूर तर्फे नार्डफ्लॉग लर्निंग अँड एक्सटेन्शन डिपार्टमेंट - जीवन शिक्षण कोर्सस द्वारा मंजूर व यशोदा गर्ल्स आर्ट्स अँड कॉमर्स कॉलेज, नागपूर, यांच्या संयुक्त विद्यमाने ३६ तासिका (३० दिवसीय) आभासी तामिकेद्वारा **Corporate Communication & Public Relation** या विषयावर अल्पकालीन प्रमाणित अभ्यासक्रम कार्यक्रम घेण्यात आला. यात महाविद्यालयातील बी कॉम भाग ३ च्या ४० विद्यार्थिनी प्रवेश नोंदवून सहभागी झाल्यात. सदर सर्टिफिकेट कोर्स ०२ मार्च २०२२ ते ३१ मार्च २०२२ या कालावधीत अभ्यासक्रमानुसार घेण्यात आला.

या सर्टिफिकेट कोर्स करिता अभ्यासक्रम समिती गठीत करून अभ्यासक्रम तयार करून दहा भागात विभागून त्यावर वेगवेगळ्या महाविद्यालयातील उच्च विद्याविभूषित प्राध्यापक:-

१. डॉ. नरेंद्र बागडे , पी डब्ल्यू एस महाविद्यालय, नागपूर. यांनी Stakeholder Theory, Corporate Identity, Communication Strategy या विषयावर मार्गदर्शन केले .

२. डॉ. सुधीर नारगवरे, श्री पंडरीनाथ आर्ट्स अँड कॉमर्स कॉलेज, नरखेड. यांनी Communication Strategy, Media Relations, Corporate Social Responsibility या विषयावर मार्गदर्शन केले .

३. डॉ. प्रशांत पाटील, डॉ. हरिभाऊ आदमने आर्ट्स अँड कॉमर्स कॉलेज, सावनेर. यांनी Communication in times of Crisis and Conflict, New Media, New Communication, Employee Communication या विषयावर मार्गदर्शन केले.

४. डॉ. के. जी. मेथाम, समन्वयक, यशोदा गर्ल्स आर्ट्स अँड कॉमर्स कॉलेज, नागपूर. यांनी Different perspectives on Corporate Communication, Examination / Presentation of Communication Strategies या विषयावर मार्गदर्शन केले व सरते शेवटी परीक्षा घेवून सर्व विद्यार्थिनीना प्रमाणपत्र देण्यात आले.

या सर्टिफिकेट कोर्सचा विद्यार्थिनीना कारॅरिशनसाठी संधादाचे वाढते महत्व समजून घेण्यास त्यांच्या ज्ञानात्मक व्यक्तिमत्त्व विकासात लाभ झाला.

महाविद्यालयाच्या या स्तुत्य उपक्रमात प्राचार्य डॉ. धनराज शेटे सर यांचे मोत्ताने मार्गदर्शन लाभले.

सर्टिफिकेट कोर्स समन्वयक, डॉ. के. जी. मेथाम तसेच साभाशी विद्यार्थिनी ऋणी आहेत.

धन्यवाद

डॉ. के. जी. मेथाम
सर्टिफिकेट कोर्स समन्वयक

डॉ. धनराज शेटे
प्राचार्य
Yashoda Girls' Arts & Commerce College,
यशोदा गर्ल्स आर्ट्स अँड कॉमर्स कॉलेज, नागपूर.





Purushottam Khaparde Health & Education Society's

Yashoda Girls' Arts & Commerce College, Nagpur

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■ Tel. : 0712-2290637 ■ Fax No. : 0712- 2290368 ■ Website : www.yashodagirlscollege.edu.in ■ Email : ygc.ngp@rediffmail.com

YGC No./

Date _____

To,
The Director
Department of Lifelong Learning & Extension
Rashtasant Tukdoji Maharaj Nagpur University
Nagpur

Subject :- **Submission of STC report & Certificates for signature.**

Reference No.: DOLLE/296/22 Dated: 17.02.2022

Respected Sir,

As per the above referred letter we have conducted a Certificate Course in **Corporate Communication & Public Relation** as one of the Short Term Certificate Course for academic upliftment of our college students as per the approved from your esteemed office. The course is designed for the duration of 36 Hours and as per the requirement of knowledge to understand the growing importance of communication for corporations. Now we are submitting the complete report of the said course including all the required documents along with the certificates for your Signature. You are requested to give your signature on certificate and oblige us.

Thanking you.



Yours faithfully

Dr. Dhanraj Shete

Principal

Yashoda Girls Arts & Commerce
College, Sneh Nagar, Nagpur-15

Certificates



Rashtrasant Tukadoji Maharaj Nagpur University
Board of Lifelong Learning & Extension

≡ **CERTIFICATE** ≡

Awards this certificate to Shri/Smt./Ku. BINDIYA INDRAJIT SHRIWAS
on satisfactory completion of the **Corporate Communication & Public Relation - One Month (36 Hours)**
Virtual Short Term Certificate Course under Jeevan Shikshan Abhiyan run by Department of Lifelong
Learning and Extension RTMNU Nagpur in Collaboration with **Commerce Study Board- Yashoda Girls' Arts
& Commerce College, Nagpur** From 2nd March, 2022 to 31st March, 2022.

She passed at the Examination in grade**B**.....

Dr. K. G. Meshram
Course Co-ordinator
Yashoda Girls'
Arts & Commerce College, Nagpur

Dr. Dhanraj Shete
Principal
Yashoda Girls'
Arts & Commerce College, Nagpur

Dr. Nishikant Raut
Director
Department of Lifelong Learning & Extension
Rashtrasant Tukadoji Maharaj Nagpur University



Rashtrasant Tukadoji Maharaj Nagpur University
Board of Lifelong Learning & Extension

≡ **CERTIFICATE** ≡

Awards this certificate to ~~Shri/Smt./Ku.~~ MANISHA UMACHARAN SAHU
on satisfactory completion of the **Corporate Communication & Public Relation - One Month (36 Hours)**
Virtual Short Term Certificate Course under Jeevan Shikshan Abhiyan run by Department of Lifelong
Learning and Extension RTMNU Nagpur in Collaboration with **Commerce Study Board- Yashoda Girls' Arts
& Commerce College, Nagpur** From 2nd March, 2022 to 31st March, 2022.

She passed at the Examination in grade A.....

Dr. K. G. Meshram
Course Co-ordinator
Yashoda Girls'
Arts & Commerce College, Nagpur

Dr. Dhanraj Shete
Principal
Yashoda Girls'
Arts & Commerce College, Nagpur

Dr. Nishikant Raut
Director
Department of Lifelong Learning & Extension
Rashtrasant Tukadoji Maharaj Nagpur University



Rashtrasant Tukadoji Maharaj Nagpur University
Board of Lifelong Learning & Extension

≡ **CERTIFICATE** ≡

Awards this certificate to ~~Shri / Smt / Ku.~~ **PRERNA KISHOR RAMTEKE**.....
on satisfactory completion of the **Corporate Communication & Public Relation - One Month (36 Hours)**
Virtual Short Term Certificate Course under Jeevan Shikshan Abhiyan run by Department of Lifelong
Learning and Extension RTMNU Nagpur in Collaboration with **Commerce Study Board- Yashoda Girls' Arts
& Commerce College, Nagpur** From 2nd March, 2022 to 31st March, 2022.

She passed at the Examination in grade**A**.....

Dr. K. G. Meshram
Course Co-ordinator
Yashoda Girls'
Arts & Commerce College, Nagpur

Dr. Dhanraj Shete
Principal
Yashoda Girls'
Arts & Commerce College, Nagpur

Dr. Ashikant Raut
Director
Department of Lifelong Learning & Extension
Rashtrasant Tukadoji Maharaj Nagpur University



Rashtrasant Tukadoji Maharaj Nagpur University
Board of Lifelong Learning & Extension

≡ **CERTIFICATE** ≡

Awards this certificate to Shri / Smt./Ku. SNEHAL ISHWARDAS RAUT.....
on satisfactory completion of the **Corporate Communication & Public Relation - One Month (36 Hours)**
Virtual Short Term Certificate Course under Jeevan Shikshan Abhiyan run by Department of Lifelong
Learning and Extension RTMNU Nagpur in Collaboration with **Commerce Study Board- Yashoda Girls' Arts
& Commerce College, Nagpur** From **2nd March, 2022 to 31st March, 2022.**

She passed at the Examination in grade **A**

Dr. K. G. Meshram
Course Co-ordinator
Yashoda Girls'
Arts & Commerce College, Nagpur

Dr. Dhanraj Shete
Principal
Yashoda Girls'
Arts & Commerce College, Nagpur

Dr. Nishikant Raut
Director
Department of Lifelong Learning & Extension
Rashtrasant Tukadoji Maharaj Nagpur University