

CURRICULUM FOR ONE YEAR
(TWO SEMESTER)
P. G. DIPLOMA COURSE IN

=====
: ADVERTISING & PUBLIC RELATIONS :
: :
: Effective from Session :
=====

=====
UNDER DEVELOPMENT
=====

=====
:Semester System :
=====

Prepared By

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: Curriculum Development Cell :
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INSTITUTE OF RESEARCH DEVELOPMENT
& TRAINING, U.P., KANPUR

APPROVED BY

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: BOARD OF TECHNICAL EDUCATION :
: U.P. LUCKNOW, :
:CORRECTED AS SYLLABUS COMMITTEE OF:
: B.T.E. MEETING HELD ON02.06.2015
=====

Corrected and Approved by B.T.E. On Dated 02.06.2015

STUDY AND EVALUATION SCHEME FOR
ONE YEAR (TWO SEMESTER) POST GRADUATE DIPLOMA IN ADVERTISING & PUBLIC RELATIONS
(Effective From Session)

I SEMESTER

Curriculum						S U B J E C T	Scheme of Examination							
Periods Per Week							Theory			Practical			Grand Total	
Le	Tut	La	Field	Lib.	Tot		Examination	Sess.	Total	Examination	Sess.	Total		
c.	ori	b.	ldw	Stu-	al		-----	-----	-----	-----	-----	-----		
al	al	ork	dy			Dur.	Marks	Marks	Dur.	Marks	Marks			
5	3	--	--	--	8	1.1 Communication	2.5	50	20	70	--	--	--	70
8	--	--	--	2	10	1.2 Fundamentals of Marketing	2.5	50	20	70	--	--	--	70
8	--	--	--	2	10	1.3 Advertising Management	2.5	50	20	70	--	--	--	70
8	--	--	--	2	10	1.4 Public Relations Principles & Practice	2.5	50	20	70	--	--	--	70
8	--	--	--	2	10	1.5 Media Planning	2.5	50	20	70	--	--	--	70
37	3	--	--	8	48	<-----TOTAL----->	--	250	100	350	--	--	--	350
												Community Development Work + Discipline(15+10)	25	
												Aggregate	375	

II SEMESTER

6	2	8	--	--	16	2.1 Graphics & Production	2.5	50	20	70	3	50	30	80	150
4	--	--	--	--	4	2.2 Environmental Education(*) And Disaster Management	2.5	50	--	--	--	--	--	--	--
--	--	--	10	--	10	2.3 Project Study	--	--	--	--	100	60	160	160	
--	--	--	8	--	8	2.4 Field Exposure	--	--	--	--	--	40	40	40	
10	2	8	18	--	38	<-----TOTAL----->	--	50	20	70	--	150	130	280	350
												Community Development Work + Discipline(15+10)	25		
												Aggregate	375		
												100% Carry Over of I Sem.	375		
												Grand Total	750		

NOTE:-

- (1) Each period will be of 50 minutes duration.
- (2) Each session will be of 16 weeks.
- (3) Effective teaching will be at least during 14 weeks.
- (4) The remaining periods shall be utilised for revision, etc.
- (5) Evaluation of practicals will be done by external examiners appointed by the BTE.
- (6) Sessional marks proposed for paper concerned include library assignment for the paper concerned.
- (7) Sessional marks shall be awarded by the faculty.
- (8) The students shall be sponsored for two weeks field exposure suitably in II Semester.
- (8) (*) It is compulsory to appear & to pass in examination, But marks will not be included for division and percentage of obtained marks.

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MAIN FEATURES OF THE CURRICULUM

TITLE OF THE PROGRAMME : Post Graduate Diploma In Advertising
& Public Relations

DURATION : One Year(Two Semester)

PATTERN OF THE PROGRAMME : Annual System

INTAKE : 30

TYPE OF PROGRAMME : Full Time, Institutional

ENTRY QUALIFICATION : Graduation from a recognized university

AGE LIMIT : No Bar

MODE OF ADMISSION : Through Entrance Examination at the
institute level comprising of Written
Objective type Aptitude Test, Group
Discussion and Interview

LIST OF EXPERTS (SEMESTER SYSTEM)

List of experts who participated & contributed in the workshop for Semester System of curriculum in Post Graduate Diploma Course in Advertising and Public Relation held on 25 April 2015 at I. R. D. T., Kanpur.

1. Shri L. B. Prasad
H.O.D. (M.S.M) Govt. Polytechnic, Barabanki
2. Shri Tarun Bansal
Professor I.H.M Aliganj, Lucknow
3. Dr. A. P. S. Bhadouria
Professor Five School of Business
Kanpur
4. Shri N. U. Siddiqu
Guest Faculty Govt. Poly., Kanpur
5. Shri Autul Agarwal
Guest Faculty Govt. Poly., Kanpur
6. Shri G. N. Singh
Assistant Professor I.R.D.T., Kanpur

NEED ANALYSIS :

1. Rapid expansion of industries in India has opened new vistas for excellent opportunities of careers in Advertising & Public Relations. Advertising & Public Relations offer one of the best remuneration packages in the country and even abroad.
2. Mass media all over the world has been accepted as an important instrument for informing, educating & entertaining people. In developing countries like that of ours, the mass media has specific responsibilities. It is intended to bring about a change in the attitudes of people & involve them in developmental policies & plans by keeping them informed about developmental & nation building activities to enlist their active & willing participation. Modern media like radio & television, though of recent origin, are going through a process of veritable explosion. The media in our country, which has been ever-expanding, needs young men & women trained & equipped to fill responsible positions.

Advertising, which has become industry now a days, is a social institution born to fulfill the human need to acquire & send information about the availability of products, brands and services. A personnel having been imparted training in Advertising & Public relations may prove an asset to the organisation he works in. With business and industry growing, there is a clear need for PR persons in every sector. Every corporation needs a PR person. Even politicians need high profile PR men to advise them.

3. PR men are not opinion leaders but they can always team up with opinion leaders and are in the vanguard for change. The PR persons create a favourable image of their company. They act as link between client and public. they organise parties, exhibitions and other projects; they deal with inquiries and, very often complaints. they basically work towards establishing or improving mutual understanding and goodwill between the company/client and the various groups with which it is concerned. Such groups may include employees, shareholders, customers, suppliers, legislators, government departments, financial institutions, bank and, the public at large.
4. The growth of PR in the last three or four years in our country can be described as phenomenal. All organisations whether commercial, industrial, educational, social or political used to practice public relations to meet their objectives and goals. Professionalism in Public Relation has become a sine qua non and is being seen as an effective tool to frame new policies and get them executed, chalk new strategies, etc. The goal of PR is humanising the society or creating a better environment within and without the corporation.

5. Communicating a bright image for the corporation involves using the media effectively. Media strategy embraces holding press conference, conducting press tours, and organising open days to build up support with the local residents. Bringing out house journals, brochure and publicity material is part of the job. A PR person's work broadly consists of three channels: assistance in framing or reviewing policy; research into attitudes and opinions; and communication of information. A PR person must be familiar with all the media of communication and should be an expert in as many as possible. this helps in selecting right medium for each phase of work. A course in Public Relations combined with Advertising may help acquire the requisite skills - a good news sense and journalistic aptitude; a cool temperament; ability to write and speak well & persuasively, imagination, task, approach, ability to work under pressure; a lively & ability to communicate in the both native language and English as well.

6. A number of organisations are setting up PR departments to conduct their public relation work. Government, the private sector, the service sector which includes hotels, banks, airlines, railways, catering, leasing companies, the defence services, the media enterprises are some of the major organisations that require trained personnel in the aforesaid discipline.

PROFILE DEVELOPMENT :

An instrument in the form of a questionnaire along with a copy of the existing curriculum of PG diploma in Advertising & Public Relations was sent to various media organizations and industries with a view to getting it improved in the light of the needs and requirements of the day. The response was not very much encouraging. Therefore, efforts were made to get feedback through personal interaction with the experts/professionals of different organizations belonging to both-public and private sectors. The feedback, thus received, was discussed and analyzed in a workshop and a draft curriculum was prepared adopting the following procedure :

1. Determining course objectives.
2. Planning horizontal and vertical organizations of the subjects.
3. Developing study and evaluation scheme.
4. Development of detailed course content and coverage time keeping in view the knowledge and skill requirements.
5. Determination of resource input in the form of human resource, space, equipment, etc.

The so revised draft curriculum was sent for comments of experts of the field. The suggestions, thus received, and also those received through personal contacts, have been incorporated where found suitable. Professionals and entrepreneurs running their own enterprises have also been consulted and their experience - based meaningful suggestions have been reasonably taken notice of while designing the final shape of the curriculum. All components leading to productive results have been retouched by several experts and thereafter supplemented accordingly. The curriculum has practically been tinged with the situational experiences of the professionals in particular. All out efforts have been made to structure the contents so as to develop professional extrovertness in the persons expected to pursue the programme. Finally, the so revised curriculum has been put before an expert Committee appointed by the "Government of Uttar Pradesh" for its final approval. The Committee's suggestions, though very nominal, too have been desirably incorporated to give it its final shape.

It is hoped that this revised curriculum for PG Diploma in Advertising & Public Relations will prove useful in producing suitable PR & Advertising personnel for the world of work.

1.1 COMMUNICATION

L T P
5 3 -

Rationale :

Mass media has direct impact on individual attitudes and behaviours. It has been accepted as an important instrument for informing, educating and entertaining people. Persuasion and social influence receives lion's share of attention. The Paper aims to make the students familiar with the fundamentals of communication & create an awareness about language & its use in communication and to provide skills necessary for writing an effective copy. Contents to make the students appreciate the social & economic environment within which advertising operates have been added to help them in making a systematic approach for better decision making.

TOPICWISE DISTRIBUTION OF PERIODS

Sl.No.	Units	Coverage Time		
		L	T	P
1.	Communication	15	10	
2.	Media of Communication & Its Role	40	22	
3.	Communication Research	15	10	
Total		70	42	

DETAILED CONTENTS

COMMUNICATION :

Unit I

Communication Theory

- Process of Communication.
- Barriers of Communication

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- Mass Communication.
- Factors of Effective Communication
- Aims and objectives of communication skill - Listening, Speaking, Reading and Writing.

Unit II

- Objectives of Marketing Communication and Its Role.
- Intergrated Marketing Communication
- Relvance of visual
- Forms of Visual Communication and their significance.
- Barrier to effective communicaiton (Personal, Physical, psychological, sociological, semantic)

MEDIA OF COMMUNICATION AND ITS ROLE :

- Language as a means of communication
- Channels and Media of communication
- Communication Network
- Intercultural Communication.
- Interpersonal Communication
- Ethics and Communication
- Social Media and Communication

Unit III

- Development of writing and Analyticals skills - Business letters, Testimonials, Business Report, Press Releases, Precis Writing, Speech and Presentation Writing, Paragraph Writing, Copy Writing for advertisement for Radio, T.V., Films and Print Media, Project Report Drafting, Translation in advertising.
- Development of Oral Communication Skills - Presentation skills, Interviewing, Telephonic Skills, Press Conferences and Seminars, Practical Session on Extempore, Debate, Group Discussion, Role Plays, Mock Press Conference, Interview.
- Auiod Visual Communication - Power Point Presentation using Multi Media, Graphics and Ammination, e-Communication.

Unit IV

- Non Verbal Communication (Silence Communication)- Body Language, Gestures, Listening Skills and its effective use.

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- High Impact Presentation - How to plan presentation systematically, How to structure presentation, How to deliver presentation effectively, How to design and display attractive visual aids, How to handle question and comments from the audience.

3. COMMUNICATION RESEARCH :

Understanding Research : Qualitative and Quantitative research, Various Steps in Research, Formulation of Hypothesis, Sampling techniques, Questionnaire Design, Data Collection, Data Tabulation and Data Interpretation, Basic Concept of S. P. S. S. software use for research purpose.

1.2 FUNDAMENTALS OF MARKETING

L T P
8 2 -

Rationale :

The contents have been tailored to enable the students understand the concept and process of marketing and provide a deeper insight into the factors influencing behaviour of target audience. Concepts of product marketing to marketing of services, profit for non-profit organisation & social marketing and linkages between cooperate strategy, marketing strategy and advertising strategy have also been dealt with.

TOPICWISE DISTRIBUTION OF PERIODS

Sl.No.	Units	Coverage Time		
		L	T	P
1.	Understanding Marketing Process	60	20	
2.	Psychology of Consumer and Their Behaviour	26	4	
3.	New Marketing Horizons	26	4	
Total		112	28	

DETAILED CONTENTS

Unit I

UNDERSTANDING MARKETING PROCESS :

- The concept of Marketing and Sales and evaluation of marketing.
- Changing Indian Marketing Environment.
- Marketing Mix.
- Consumer Behaviour & Segmentation.
- Product Life Cycle.
- Target and Product Positioning.

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- Product innovation and New Product Development.
- Launching New Products .

Unit II

- Pricing and Packaging.
- Direct and on line marketing include the concept of tele marketing, face to face selling and e-commerce
- Distribution Management and Customer Service.
- Advertising.
- Sales Promotion
- Sales management.
- Planning and Implementing the Marketing Programme.
- Marketing Organization.
- Marketing Research and Information Systems: Specific techniques of panel research, quantitative & qualitative research and their significance.
- Forecasting Demand and Market Share.
- Interface of Marketing Strategy with corporate Strategy and Advertising Strategy.

Unit III

PSYCHOLOGY OF CONSUMER AND THEIR BEHAVIOR:

- SIGNIFICANCE OF THE STUDY OF Psychology in Marketing & Advertising.
- Consumer Behaviour Models.
- Environmental Influences : Cultural Values, Social Class & Status, Personal Influence, Family, Situational Influences.
- Individual Differences : Involvement & Motivation, Attitudes, Personality, Values, Lifestyle.
- Psychological Processes : Learning, Perception, Attitudes.
- Decision Process : Need recognition, Search, Evaluation of Alternatives, Choice.
- Industrial Buyer Behaviour.

Unit IV

NEW MARKETING HORIZONS :

- Marketing for Rural Areas.
- Marketing of Ideas and Social Issues.
- Direct and On-Line Marketing.
- Global Marketing.
- Marketing of Services.
- Marketing for Non-Profit Organisations.
- Consumerism.

Unit V

RETAIL MANAGEMENT :

- Concept of Retail
- The Role and importance of retail industry
- Reasons of growth of retail industry and its future prospects

EVENT MANAGEMENT :

- What is event management
- Importance types of event management - Business events, Trade fairs, road show, Fashion shows and Exhibitions.
- Scope of event management industry in India.

1.3 ADVERTISING MANAGEMENT

L T P
8 2 -

Rationale :

The Advertising Industry has, now a days, become a social institution born to fulfill the human need to acquire & send information about the availability of products, brands, and services. The Paper gives an overview of the discipline of advertising, organisation of advertising business & advertising research. It takes the students through the process of development of the creatives, from client's brief in brief, marketing objectives, idea generation to total creativity in word & visual and enables them understand select aspects of finance to prepare effective and appropriate advertising budgets.

TOPIC WISE DISTRIBUTION OF PERIODS

Sl.No.	Units	Coverage Time		
		L	T	P
1.	Advertising	22	4	-
2.	Financial Aspects of Advertising	20	4	-
3.	Organisation of Advertising Business	20	6	-
4.	Creativity	25	7	-
5.	Advertising Research	25	7	-
Total		112	28	-

DETAILED CONTENTS

Unit I

ADVERTISING :

Advertising : Definition and Concept, How Advertising Works, Functions of Advertising, Factors determining advertising opportunity of a product/service/idea, What a message must contain. Types and classification of Advertising Display/Classified/Trade/Product/Financial/Corporate, etc., Brand Management and Positioning, Creative and Campaign Concepts : An overview, Social and Economic Impact of

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Advertising, Advertising : Ethics, Code and Law, Brand Equity and Advertising

Unit II

FINANCIAL ASPECTS OF ADVERTISING :

- Advertising cost concept and decision making.
- Advertising as investment expenditure.
- Basic Accounting Concept.
- Presenting Financial Information for decision making.
- Preparation of advertising budget.
- Monitoring the budget and control process.

ORGANISATION OF ADVERTISING BUSINESS :

- Advertising Agency : Structure, Functions.
- Creative Development.
- Production and Cost Analysis.
- Tariff.
- Finance and Billing.
- Account Planning.
- "Agency - Client" Relations : Client brief, Minutes and the follow up.
- Apex Advertising Organisations (AAA, ABC, ISA).
- Advertising departments in corporate organisation.

Unit III

CREATIVITY :

- Introduction to advertising creativity: Its Theory & Practices
- The advertising creativity in relation to overall objectives.
- Setting creative objectives and strategy development.
- Idea generation, Creative thinking, Creative process
- Conceptualisation and evaluation of ideas.

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- The aesthetics of advertising.
- The advertising styles: tone and manner.
- Creative copy writing for different media.
- Visualisation Layout and art direction.
- Campaign planning and execution of advertising.
- Campaign in different media.
- Advertising creativity in different product categories.
- PR and non-commercial advertising.
- Advertising creativity vis-a-vis urban-rural markets.

Unit IV

ADVERTISING RESEARCH:

- Why research in Advertising
- Problems of advertising where Research has a role to play: Market Research, Consumer Research, Product, Research, Copy Research, Audience Research.
- Feedback and Evaluation of the advertising results.
- Specific Research Techniques in Advertising: Motivation Research Consumer Jury Test, Inquiry Test, System rating List, Recognition or Readership Test, Recall test, etc.

THE ROLE OF COMPUTER IN ANALYZING ADVERTISING.

1.4 PUBLIC RELATIONS PRINCIPLES & PRACTICE

L T P
8 2 -

Rationale :

With business & industry growing, there is a clear need for PR persons in every sector . There are predictions that Public Relations will,infact, overtake Advertising, as we move into the the 21st Century ,being less expensive & more effective. The paper acquaints the students with an overview of the disipline, imparts professional knowledge about theories & techniques of Public Relations, provides knowledge of various media available for Public Relations, their functioning & applications as to achieve maximum output from the resources and develops managerial skills.

TOPICWISE DISTRIBUTION OF PERIODS

Sl.No.	Units	Coverage Time		
		L	T	P
1.	Development of Public Relations	8	2	-
2.	Public Relations in India	8	2	-
3.	Public Opinion	5	1	-
4.	Public Relations Process	5	1	-
5.	Public Relations for Internal Communication	8	2	-
6.	Public Relations for External Publics	6	2	-
7.	Mass Media of Communication	6	1	-
8.	Ethics and Public Relations	6	1	-
9.	Planning in Public Relations	5	1	-
10.	Internal Communication	5	1	-
11.	External Communication	6	1	-
12.	Dealing with Media\functioning of media	6	1	-
13.	Role of writing in Public Relations	12	4	-
14.	Public Relations Emerging Challenges	12	4	-
15.	Accountability in Public Relations	6	1	-
16.	The Public Relations Professional	8	3	-
Total		112	28	-

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DETAILED CONTENTS

Unit I

DEVELOPMENT OF PUBLIC RELATIONS:

- Historical Perspective.
- Present status of PR and future scope.
- Distinction between.
- PR, Propaganda, Advertising, Publicity, Marketing PR as a Management Function and its interface with Other Managerial disciplines.

PR IN INDIA:

- Development of PR in Indian Public sector-historical perspective.
- Objectives of PR in Public sector vis-a-vis Private Sector.
- Govt. Information System.
- Role of PIB in PR /press relations.
- Role of PR in democracy.

PUBLIC OPINION :

- How it is formed.
- Winning Public Opinion.
- Pressure groups.

PR PROCESS :

- Planning and Programming.
- Implementation of plans.
- Anticipating crisis & handling disasters.

Evaluation of PR programme

Unit II

PR FOR INTERNAL COMMUNICATION :

- "Publics" in Internal Communication.
- Objectives of Employee relations.
- Building Organisational culture.

- Media for Internal Communication.

PR FOR EXTERNAL PUBLICS :

- Defining "Publics".
- Various "Publics" PR has to interact with.

MASS MEDIA OF COMMUNICATION :

- Role of new technology.

ETHICS AND PR :

- Code of ethics.
- Professionalism in PR.
- Growth of Professional bodies: PRSI, IPRA.

Unit III

PLANNING IN PR :

- Analyzing and developing a PR strategy.
- Managing PR by objectives.

INTERNAL COMMUNICATION :

Application and tools.

EXTERNAL COMMUNICATION:

Tools, reach and production techniques of-

- Corporate Brochure and films.
- Institutional, Corporate, Advocacy Campaigns, Exhibitions.

DEALING WITH MEDIA/FUNCTIONING OF MEDIA:

- Organising press Conferences & press visits.
- Crisis-dealing with the unexpected.
- Special events, how they are planned and organised.

Unit IV

ROLE OF WRITING IN PR:

- Press Releases & Press Communique.
- Backgrounders.
- Feature writing.

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- Rejoinder Writing.
- Writing for Electronic Media.
- Speech writing for Corporate Executives.

PR EMERGING CHALLENGES :

- Role of PR in national, international issues concerning humankind- some specific case studies.
- PR for generating Social awareness about evils besetting society.
- Building Image of India abroad- Brand India, Brand India Fund.
- Choice of Media for relating to Indian masses.
- Role of traditional Media about social\national issues.
- Community PR.

ACCOUNTABILITY IN PR:

THE PUBLIC RELATIONS PROFESSIONAL:

Role of training, personality, presentation style and technique.

Cases : Tata, ITC, Government Organization etc.

5.MEDIA PLANNING

L T P
8 2 -

Rationale :

An advertising medium is the means or conveyance by which the sales message is carried to prospective customers. Generally, no single medium will suffice in reaching all potential customers and, as a result, it is often necessary to use a combination of several media in an advertising campaign. The paper aims to make the students understand the characteristics of each medium available for advertising and the process of developing effective media plan.

TOPIC WISE DISTRIBUTION OF PERIODS

Sl.No.	Units	Coverage Time		
		L	T	P
1.	Introduction to Media	37	13	-
2.	Selective Media Concepts	75	15	-
Total		75	28	-

DETAILED CONTENTS

Unit I

INTRODUCTION TO MEDIA:

- Introduction to Media Planning, general Procedures & Problems.
- Relationship between media, Advertising and Consumers.

Unit II

- Media Planning viz-a-viz Marketing Planning.
- Mass Media, their characteristics and ownership.
- Media scene in India- Qualitative and Quantitative features of each medium.

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Unit III

SELECTIVE MEDIA CONCEPTS:

- Selective Media Concepts: Reach, frequency, scheduling, media objectives, etc.
- Media exposure state wise.
- Sources of Media Information, their methodology of survey, observations and applications.
- Media Research & Methods, audience & Media, Inter-Media Effectiveness.
- Media Strategy.
- Media Cost and Buying Problems, setting and Allocation of Budgets.

Unit IV

- Media Planning: Quantitative methods, drawing up media plan, scheduling, Buying and Monitoring.
- Case studies.
- Changing face of media with evolution of new horizon of marketing

II Semester

2.1 GRAPHICS & PRODUCTION

L T P
6 2 8

Rationale :

Graphics & Productions play a vital role in advertising & public relations rather it is the mainstay of all mass media in modern era. The paper aims at bringing about a general understanding and appreciation of the various production processes & techniques in creating print, audio and video material.

TOPIC WISE DISTRIBUTION OF PERIODS

Sl.No.	Units	Coverage Time		
		L	T	P
1.	Graphics	25	10	-
2.	Printing	25	8	-
3.	Electronic & Audio Visual	39	10	-
Total		84	28	112

DETAILED CONTENTS

Unit I

GRAPHICS :

- Theory of Graphics, design principles, Types & Type Faces, Use of Type in design.
- Layout Stages and Its types. Colour in Advertising. Computer graphics.
- Introduction to animation :Brief history of animation and computer animation

Unit II

PRINTING:

- Broad survey of different methods and processes of printing, including DTP and their respective advantages.

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- Plates making : Paper, Vinyl, Glow Signs
- Characteristics and other relevant details.

Unit III

- Technological development, machine and equipment costing; preparation of art work for different printing processes; packaging; out door material; colour reproduction.

Unit IV

ELECTRONIC & AUDIO VISUAL :

- Principles and techniques of AV Production.
- Film, Radio, TV/Video and Photography.
- Scripting, Shooting and editing of Video films and AV programmes.
- Still photography for advertising and PR.
- Introduction to electronic and audio visual equipment and their operations.

LIST OF PRACTICALS

1. Production of corporate films.
2. Sound & Slide presentation.
3. Graphics and layout exercises.
4. D. T. P. (Desk Top Publication)
5. Shooting and editing of video films and A V programmes.
6. Still Photography.
7. Graphics Software : Corel, Photoshop

NOTE:-

The exercises which can not be demonstrated/practiced in the institute be completed by sufficient numbers of visits of places having these facilities.

2.2 ENVIRONMENTAL EDUCATION & DISASTER MANAGEMENT

L T P
4 - -

RATIONALE:

A diploma student must have the knowledge of different types of pollution caused due to industrialisation and construction activities, so as he may help in balancing of eco-system and control pollution by providing controlling measures. They should be also aware of the environmental laws for effectively controlling the pollution of environment. The topics are to be taught in light of legislation Para-3.

TOPIC WISE DISTRIBUTION OF PERIODS:

SL. NO.	TOPIC	L	T	P
1.	Introduction	6		
2.	Pollution	4		
2.1	Water Pollution	8		
2.2	Air Pollution	8		
2.3	Noise Pollution	4		
2.4	Radio Active Pollution	6		
2.5	Solid Waste Management	6		
3.	Legislations	4		
4.	Environmental Impact Assessment	4		
5.	Disaster Management	6		
TOTAL		56	-	-

DETAILED CONTENTS

1. INTRODUCTION :

- Basics of ecology, Ecosystem, Biodiversity Human activities and its effect on ecology and eco system, different development i.e. irrigation, urbanization, road development and other engineering activities and their effects on ecology and eco system, Mining and deforestation and their effects.
- Lowering of water level , Urbanization.
- Biodegradation and Biodegradability, composting, bio remediation, Microbes .Use of biopesticides and biofungicides.
- Global warning concerns, Ozone layer depletion, Green house effect, Acid rain,etc.

2. POLLUTION :

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Sources of pollution, natural and man made, their effects on living environments and related legislation.

2.1 WATER POLLUTION :

- Factors contributing water pollution and their effect.
- Domestic waste water and industrial waste water. Heavy metals, microbes and leaching metal.
- Physical, Chemical and Biological Characteristics of waste water.
- Indian Standards for quality of drinking water.
- Indian Standards for quality of treated waste water.
- Treatment methods of effluent (domestic waste water and industrial/ mining waste water), its reuse/safe disposal.

2.2 AIR POLLUTION :

Definition of Air pollution, types of air pollutants i.e. SPM, NOX, SOX, CO, CO₂, NH₃, F, CL, causes and its effects on the environment.

- Monitoring and control of air pollutants, Control measures techniques. Introductory Idea of control equipment in industries i.e.
 - A. Settling chambers
 - B. Cyclones
 - C. Scrubbers (Dry and Wet)
 - D. Multi Clones
 - E. Electro Static Precipitations
 - F. Bog Fillers.
- Ambient air quality measurement and their standards.
- Process and domestic emission control
- Vehicular Pollution and Its control with special emphasis of Euro-I, Euro-II, Euro-III and Euro IV.

2.3 NOISE POLLUTION :

Sources of noise pollution, its effect and control.

2.4 RADISACTIVE POLLUTION :

Sources and its effect on human, animal, plant and material, means to control and preventive measures.

2.5 SOLID WASTE MANAGEMENT :

Municipal solid waste, Biomedical waste, Industrial and Hazardous waste, Plastic waste and its management.

3. LEGISLATION :

Preliminary knowledge of the following Acts and rules made thereunder-

- The Water (Prevention and Control of Pollution) Act - 1974.
- The Air (Prevention and Control of Pollution) Act - 1981.

- The Environmental Protection (Prevention and Control of Pollution) Act -1986. Rules notified under EP Act - 1986 Viz.
 - # The Manufacture, Storage and Import of Hazardous Chemical (Amendment) Rules, 2000
 - # The Hazardous Wastes (Management and Handling) Amendment Rules, 2003.
 - # Bio-Medical Waste (Management and Handling) (Amendment) Rules, 2003.
 - # The Noise Pollution (Regulation and Control) (Amendment) Rules, 2002.
 - # Municipal Solid Wastes (Management and Handling) Rules, 2000.
 - # The Recycled Plastics Manufacture and Usage (Amendment) rules, 2003.

4. ENVIRONMENTAL IMPACT ASSESSMENT (EIA) :

- Basic concepts, objective and methodology of EIA.
- Objectives and requirement of Environmental Management System (ISO-14000) (An Introduction).

5. DISASTER MANAGEMENT :

Definition of disaster - Natural and Manmade, Type of disaster management, How disaster forms, Destructive power, Causes and Hazards, Case study of Tsunami Disaster, National policy- Its objective and main features, National Environment Policy, Need for central intervention, State Disaster Authority- Duties and powers, Case studies of various Disaster in the country, Meaning and benefit of vulnerability reduction, Factor promoting vulnerability reduction and mitigation, Emergency support function plan.

Main feature and function of National Disaster Management Frame Work, Disaster mitigation and prevention, Legal Policy Frame Work, Early warning system, Human Resource Development and Function, Information dissemination and communication.

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2.3 PROJECT STUDY

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Project study is the pursuit of truth with the help of study, observation, comparison and experiment. It is intended to apply the learning of research methodology to any issue/problem concerning marketing/advertising/public relations and make recommendations based on their findings. The main objective of the Project Report is to prepare the students to look beyond their course books and lecture sessions. It is also intended to inculcate in them an independent, critical and analytical thinking and deeper insight into the subject opted for. The Project Report should have relevance to the course content.

The students shall decide their topics in consultation with the respective faculty member of the institute who would also supervise their work. The topics shall be selected in view of their relevance in terms of the conceptualised expectations of the curricula. The students may be asked to undertake the Project Study in clusters. On choice of a subject they shall prepare a comprehensive research report (the title and brief statement) on the topics finalised by the end of October & submit an outline accordingly. This should incorporate the dates by which they will start work on and subsequently complete the Project. Depending on the interest, the students can either do research based project study or develop an Issue/Product based campaign or an Audio-visual presentation.

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On completion of the study and after final editing of the written work, it must be neatly hand written, type written, double space, annotated with footnotes/references, list/glossaries, as required. Two copies of such Project Report will be made available to the Head of the faculty for evaluation. The students shall appear for final viva-voce test before the external examiner appointed by the Board of Technical Education, Uttar Pradesh. After completion of the study programme the institute will retain one copy and return the other to the candidate concerned if demanded

THE PROJECT REPORT SHOULD BE OF AT LEAST 75 PAGES

2.4 FIELD EXPOSURE

Field Exposure is required to enable the students have a practical experience of the situations to come across in the world of work i.e. in some advertising agency, industry or government.

Depending on their interest, the students shall be sent to work for a period of two weeks preferably during the month of January or February in concurrence with the concerning academic calendar in some public/private sector organisation, advertising agency or any independent body to familiarise them with practical aspects of the profession. They shall be sent to different organisations in groups led and supervised by some responsible faculty member and shall be asked to submit a brief report on their practical training which will be evaluated.

The field exposure will encompass - observation, study, hands on experience, productive indulgence, situational learning, acquisition of the techniques of the trade and application of the instructional susceptions - skills and information in real working environ. The following equipment should be given exposure during field exposure.

1. Work processor capable of multilingual processing with Laser Printer - 90,000/-
2. Photo Offset Machine with automatic adjustment -3.5 lac
3. Printer, Dot Matrix, Line and Laser -60,000
4. Electronic Photo Compossor Process Camera -1 lac

A tentative outline of the format for submission of Field Exposure Report is given on Annexure-I. It is a draft specimen just to serve as an apparatus for guidance subject to modifications and improvements accordingly.

Opinion about their learning and acquisition of the related know-how will also be required from the agency/enterprise where they have under gone such exposure.

STAFF STRUCTURE & SPACE REQUIREMENT

1. Head 1 MBA with 5 Year Experience
2. Lecturer 1 M.Com with 5 Year Experience or P.G
Diploma In Marketing with 5 year
experiece
3. Lecturer 1 Degree in Mass Communication with
2 years related field experiece
or Degree in Journalism with 2 years
related field experiece

Regarding the resources - Building and Staff, it is recommended to adhere to the norms and standards laid down by the A. I. C. T. E. Besides, other supporting amenities including library, reading room, reprography, etc. be made available according to the requirement and the need.

LIST OF EQUIPMENT

1. Equipment out of those given below which appear necessary for practice & hands on experience in the laboratory/shop as expected in the curriculum are recommended to be procured.

S.No.	Name of Equipment	No.	@ Rs.	Amt.in Rs.
1.	DTP system (PC) based on latest Pentium or higher graphic chip, CPU, 8 MB DRAM, 124 KB memory cache, 1.2 MB FDD, 500 MB HDD and 14" Super VGA Colour monitor with 1 MB VRAM Mouse Digitizer Template, Necessary Software, Colour Jet Printer	1		3,00,000.00
2.	Multimedia Projector	1	--	110000
3.	Audio Cassette Recorder	1	--	15000
4.	Photography Camera	1		100000
5.	Intercom	1	--	20000
6.	Video Camera	1	--	25000
7.	Photo Copy Machine	1	--	100000

ANNEXURE-I

FIELD EXPOSURE - II
TRAINING SCHEDULE

The students, as their Term Examinations are over, shall be subjected to undergo a two week Field Exposure specially in the units/organisations involved in Advertising, Publication, Broadcastng, Publicity or Activities which require PRs and alike whereby they shall imbibe the techniques of the the trade and shall find themseleves in a position to utilize their knowledge and skills to real functional situations. During the training tenure, they shall prepare a brief work report and record their observations/experiences, which on being submitted, will be assessed/evaluated by the respective faculty of their institute. A draft performa to develop such report is given hereunder. If may be modified according to the situtation and the need.

1. Name & Address of the unit/organisation
2. Year of Estabilishment
3. Nature of the unit/organisation
 - i. Public Sector
 - ii. Private Sector
 - iii. Working Hrs.
4. Number of Persons Employed
5. Main Functional Areas
6. Sections/Departments visited
7. Date of
 - i. Joining.
 - ii. Leaving.
8. Particular Activity/Activities exposed to
9. Acquisition of the know-how during the exposure
(Can be summed up on a separate sheet)
10. Areas/Actvities which interested the trainee most
11. Use of computer - if any.

Date of Submission

Signature
Full Name of the trainee
Batch/Code No. if any

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ANNEXURE II

COMMUNITY DEVELOPMENT WORK

Community Development has been conceptualised as an integral aspect of the broad spectrum of Technical Education in modern perspectives. Under the World Bank assisted project, the study programmes have been sandwiched with such exercise with view to promoting awareness among the communities belonging to the rural world. The students, led by their respective faculty, shall encamp in the rural areas preferably in the minority concentrated villages from 7 (Seven) to 15 (Fifteen) days conveniently any time during the span of the study programme and shall undertake/execute activities related to socially relevant themes to uplift the status and condition of the rural people in general. Such camps shall be organised under a timebound and target oriented schedule to ensure concrete achievements. The potential of such endeavour will add to their attainment in the final examination to a specified extent depending upon the assessment of the faculty concerned.

Based on learning by doing principle, the community oriented programme provides an opportunity for the students to discover and use their creative skills in terms of the specific needs of the masses living in the rural areas. It fosters an attitude to start a dialogue with the villagers to share their problems and perceptions about media and also enables to present their ideas on the action of the media in society. The students, while encamping in the villages, shall work on assignments covering :

- Literacy
- Health
- Hygiene
- Nutrition
- Pollution
- Family/Child Welfare
- Non-Conventional Energy
- Drug Addiction
- Plantation and so on

Some other areas of assignments can be incorporated in accordance with the situation and the requirement keeping in view their impact on the social fabric of the community as conceived in the policies of the Government.

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ANNEXURE-III

BOOKS RECOMMENDED

1.1 COMMUNICATION

Communication Year Book : An Annual Review Published by the International Communication Association

YV Lakshmana Rao : UNESCO Publication on " The Practice of mass communication : Some lessons from research.

Wilbur Schramm : Effects of Mass Communication.

Mass Media in India compiled by Research and Reference Division, Ministry of J & B, Govt. of India.

James Watson and Anne Hill : A Dictionary of Communication and Media Studies.

FISKE(I) : Introduction to Communication Studies : London, Methnen, 1982.

TRUDGILL (Peter) : Sociolinguistics : Penguin Book London, 1980.

HUDSER (RA) Sociolinguistics, Cambridge University Publication, Cambridge.

DYER (Gillian) Advertising and Communication, London, Methnen.

NIDA (EA) " Towards a Science of Translation : Leiden Bill

Economic Development in Different Regions of India.

MAHAJAN (V.S.) : Economic Development of India.

Lokanathan (Victor S.) : Economic Development, Social Structure and Population Growth.

METHA : Economic Planning in India.

JAIN : Economic Problems in India.

Economic Survey 1988-89 : Ministry of Finance, Govt. of India.

Reekie (W. Duncon) : Economics of Advertising.

Seventh Five Year Plan.

Good (William J.) & (Paul K.) : Methods in Social Research, Macmillan.

YADAVA (J.S.) : Communication Research some reflections. IIMC (Mimeo).

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BOOKS RECOMMENDED

1.2 MARKETING

KOTLER (Philip) :Marketing Management Analysis, Planning, Implementation and Control, New Delhi, Prentice Hall 1988.

KOTLER (Philip) : Principles of Marketing, New Delhi, Prentics Hall, 1987.

AAKER & DAY : Marketing Research

MAKER (Michael J.) : The Marketing Book - Heinemann London 1987.

BEBBETT (Peter D.) : Marketing New York, Mc Graw Hill Book Co., New York, (International Student Edition) 1988.

BOYD, WESTFALL & STASCH : Marketinh Research

DHOLAKIA (N) & KHURANA (R) : Public Distribution System.

ENIS (Ben M.) COX (Keith K.) : Marketing Classics.

FINE (Seymour H.) : The Marketing of Ideas & Social Issues. New York Prager Publisher, 1981.

KINNEAR & TAYLOR : Marketing Research

KOTLER (Philip) : Marketing for Non Profit Organisations, New Delhi, Prentice Hall, 1986.

KOTLER (Philip) COX (Keith K.) : Marketing Management and Strategy - A Reader : New Jersey, Prentice Hall 1987

KOTLER (Philip) & ROBERTO (Eduardo L.) Social Marketing Strategies for changing Public Behaviour, New Yark Free Press 1989.

LOVELOCL (Cristopher) : Service Marketing, Test Cases and Reading, New Jersey, Prentice Hall 1987.

LOVELOCL (Cristopher) : Managing Services : Marketing, Operations & Human Resources, New Jersey, Prentice Hall 1987.

LUCK & RUBIN : Marketing Research, New Delhi, Prentice Hall 1988.

PETER (J. Paul) & OLSON (Jerry C.) : Consumer Behaviour - Marketing Strategy Perspective Illionosis, Richard D. Irwin Inc. 1987.

ROTHBERG (Robert R.) : Corporate Strategy & Product Innovation, Free Press

SCHIFFMAN (Leon G.) & KANUK (Lealie Lazar) : Consumer

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Behaviour, New Delhi, Prentice Hall, 1988.

SENGUPTA (Amit) : Drug Industry & The Indian People : Delhi Science Forum, New Delhi, 1986.

SHETH (Jagdish N.) & GARRETT (Dennis E.) : Marketing Management : A Comprehensive Reader : Ohio South Western Publishing Co. 1986.

STATON (William) & Others (S); Marketing Management McGraw Hill Book Co. (International Student Edition) 1989.

URBAN (Glen L.), HAUSER (John R.) & DHOLAKIA (N) : Essentials of New Product Management, Prentice Hall Inc. New Jersey, 1987.

ARUN KUMAR : Marketing Management, Himalayan Publications, New Delhi

S. KAZMI & SATISH K. BATRA : Advertising & sales Promotion, Excel Publication, New Delhi

C. N. SANTHOKI & R. G. DESHPANDE : Salesmanship & Advertising, Kalyan Publishers, New Delhi.

CHUNAWALA & KUMAR SETHIA : Advertising Theory & Practices, Himalayan Publications, New Delhi.

BOOKS RECOMMENDED

1.3 ADVERTISING

SENGUPTA (Subroto) : Brand Positioning, New Delhi, Tata McGraw, 1990

WRIGHT, WARNER, WINDER & ZEIGLER : Advertising, New Delhi, Tata McGraw Hill, 1985.

LITTLEFIELD & KIRKPATRICK : Advertising Mass Communication in Marketing, Bombay, Vikils, 1971.

OGILVY (David) : Confessions of an Advertising Man.

OGILVY (David) : The Unpublished Ogilvy, 1989, New Delhi Rupa Publisher.

OGILVY (David) : Ogilvy on Advertising London, Orbis, Publications, 1983.

PATTI (Charles H.) & FRAZER (Charles F) Advertising - A Decision Making Approach, New York, The Dyden Press, 1988.

RUSSELL (Thomas) and LANE (W. Ronald) Klepper's Advertising Procedures (XI Edition), New Jersey, Prentice Hall 1990.

BOOKS RECOMMENDED

1.4 PUBLIC RELATIONS

BASKIN (Otis W) and ARONOFF (Craig E) Public Relations : The Professional Ed. 3 Iowa Wmc, Brown, 1988, 483p

BLACK (Sam) Practical Public Relations, New Delhi, Universal Book Stall, 1984, 229p (Text Book)

BURTON (PAUL) Corporate Public Relations, Reinhold Publishing Corporation, New York 1966, 228p.

JEFKINS (Frank) Planned Press and Public Relations, London, International Text Book Company 1977, 181p.

LOVELL (Ronald) Inside Public Relations : London, Allyn and Bacon, 1982, 415p.

MARSTON (Johan E) Modern Public Relations, New York McGraw Hill, 490p.

NOLTE (Lawrence W) and WILCOX (Dennis L) Fundamentals of Public Relations : Professional guidelines concepts and integrations. Ed. 2 New York, Pergmon Press, 1979, 516p.

OXLEY (Harold) Principales of Public Relations, London, Kogan page, 1987, 141p. Professional guidelines concepts and integrations Ed. 2 New York, Pergmon Press, 1979, 516p.

SIMON (Raymond) Public Relation : Concepts & Practices. New York, John Wiley, 1984,442p.

THOMPSON, Mike Williams How to run & P. R. campaign : The practical application of public relations, London, Pergamon Press 1869; 65p

WILCOX (Dennis L) et al. Public Relations: Strategic and Tactics, New York, Harper & Row, 1986, 641p.

AHUJA (BN) Practical Public Realtions, New Delhi, Surjeet Publications, 1989,104p.

BASU (Anil) Public Relations, Problems and Prospects with case studies (Text Book).

BALAN (N K) Lectures on applied public relations, Delhi. S. chand 1984 512p.

KAUL (J M) Public Relation in India, Calcutta, Naya Prakesh, 1988, 282p.

JOURNALS/PERIODICALS

PR Journal
PR Quarterly
Vidhura.

1.5 MEDIA PLANNING

ADAMS : Media Planning

SISSORS (Jack Z) & BUMBA (Lincoln) : Advertising Media Planning 3rd Lincoln Wood, NTC Business Books 1989.

BARBAN (Arnold M) & KOPEC (Frank J), Essentials of Media Planning 2nd Ed. Lincolnwood. NTC Business Books, 1987.

SISSORS (Jack Z) & Goodrich (William B)

Media Planning Workbook (II ed.) Lincolnwood.

NTC Business Books 1987

Media in India (1986) - Information & Broadcasting Ministry

NCAER Report o Media Exposure in India

NCAER - Household Survey

INFA Year Book

NRS

TRP

BRS

Reports on Radia & TV.

1.6 GRAPHICS & PRODUCTION

Graphics of Communication - Arthur Turnbull

Techniques and Procedures of Visual Instruction

Media - Moror and Frye

The Art of Creative Advertising - Michael Antebi

Layout, Printing, Design and Production - Charles J. Fetten

Layout and Graphic Design - Bellinger.

QUESTIONNAIRE

INSTITUTE OF RESEARCH, DEVELOPMENT AND TRAINING, U.P., KANPUR-208024

SUBJECT: Questionnaire for ascertaining the functional requirements of PG Diploma holders in Advertising & Public Relations and inputs to improve the existing curriculum accordingly.

PURPOSE: Revision of curriculum for One Year PG Diploma in Advertising & Public Relations.

NOTE: 1. Please answer the questions to the point as given in the questionnaire.
2. Any other point or suggestion not covered in this questionnaire may be written on a separate sheet and enclosed with while mailing it back.

1. Name of the organisation: _____

2. Name & Designation of the officer _____
filling the questionnaire _____

3. Name of the department/section/
functional area. _____

4. Important functions of the _____
department/section/functional _____
area

5. Number of diploma holders employed
under your charge in the area _____
related to Advertising & Public
Relations

6. Please give names and specifications of modern
equipment/machines/appliances of use to a personnel in
Advertising & Public Relations.

- | | | |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | 6. |

7. What proficiencies and job competencies are expected from a diploma holder in Advertising & Public Relations.

- | | | |
|----|----|----|
| 1. | 2. | 3. |
|----|----|----|

4.

5.

6.

8. Mention the approximate percentage of the following desired in PG Diploma programme in Advertising & Public Relations.

- | | |
|--------------------------|--------|
| 1. Theoretical knowledge | -----% |
| 2. Practical knowledge | -----% |
| 3. Skill Development | -----% |

9. Do you think "on the job training" / Internship should form a part of the curriculum. (Yes/ No)
if yes, then

- (a) Duration of such training -----
(b) Mode of such training
1. Spread over different tenures
 2. After completion of the course
 3. Any other mode

10. What mode of recruitment is followed in your organisation.

1. Academic merit
2. Written test
3. Group discussion
4. Interview
5. On the job test.
6. Any other mode

11. Mention the capabilities/ Qualities looked for while recruiting PG diploma holders in Advertising & Public Relations.

- | | |
|---|-------|
| (a) Technical knowledge | ----- |
| (b) Practical skills | ----- |
| (c) Etiquette and behaviour | ----- |
| (d) Aptitude | ----- |
| (e) Health, habit and social background | ----- |
| (f) Institution where trained | ----- |
| (g) Professional flair & personality | ----- |
| (h) Other capability/quality | ----- |

12. Does your organisation have any system for survey regarding popularity, response, circulation, impact, etc. Yes/No

13. Does your organisation conduct field survey to know users views regarding: Yes/No

1. Material for different age groups and sex.
2. Effect of climatic, geographical & socio-economic conditions.
3. Any other

If yes, Please give brief account of each.

14. Which type of assignment do you suggest for an entrepreneur in Advertising & Public Relations.

15. In your opinion what should be the subjects to be taught to a student of PG diploma in Advertising & Public Relations.

Theory

Practical

16. Kindly mention particulars regarding topics/areas which should be given more emphasis in the curriculum .

Theory

Practical

17. Kindly state whether your organisation can contribute towards improvement of curriculum in the above field. Yes/ No
If yes, Please give names of the experts available in your organisation who may be contacted/consulted for the purpose.

18. Kindly give your valuable suggestions for consideration at the time of finalisation of the curriculum.

19. What changes in the professional horizon appear worth incorporating in the curriculum for PG Diploma in Advertising & Public Relations.

Date :

(Signature)

Kindly mail the above questionnaire duly filled in to:

Shri G. N. Singh
Assistant Professor
Institute of Research, Development & Training, U.P.
(Govt. Polytechnic, Campus)
Kanpur-208024

(Please note that all information in this survey is confidential & for use of curriculum revision only)

Corrected and Approved by B.T.E. On Dated 02.06.2015