



**ATMIYA
UNIVERSITY**

NAAC – Cycle – 1
AISHE: U-0967

Criterion 6

GL & M

KI 6.2

M 6.2.1

6.2.1

The institutional perspective plan is effectively deployed and functioning of the Institutional bodies are effective and efficient as visible from policies, administrative set-up, appointment, service rules, procedures etc.

Additional Information

Career Acceleration Program Manual

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Rajkot**





**CAREER
ACCELERATION
PROGRAM**

Career Guidance & Counseling Cell



**Course : Career Acceleration Program
Audit Course**

For Undergraduate Program Students

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Course Description

Career Acceleration Program play a major role in the Student's rapid growth and skill enhancement. This program focuses on different core components such as Communication skills, Soft skills, Aptitude and Logical reasoning. These components carries various 21st century skills like Creativity, Critical thinking, Collaborative learning, Digital & Technological literacy along with Information literacy. To develop these skills in student's life from the early stage of under graduate term, this whole course is designed and being developed thoroughly as per the market demand in coming years.

Course Purpose:

- This course component serves the purpose of achieving Job Placement, Entrepreneurship, Research work, Study in abroad and in Competitive exam sector.
- This course component serves the purpose of achieving better dealings in social and corporate network through soft skills.
- This course component serves the purpose of achieving better dealings in social and corporate network through 21st century skills.

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Component 1: Communication Skills
Unit-1: Clarity of Thoughts with Thinking Process
Activity 1 : Ice Breaking Activity



Fig 1A

Instructions cum Material/ Material cum Instructions

First 15 minutes : Brief about whole CAP Program. (Outcomes are given in syllabus copy)

- Total number of subjects under this program : 5-6 (All are activity and tutorial based)

Sem 1 : Communication Skills

Sem 2 : Traditional Soft Skills

Sem 3 : Revolutionary Skills

Sem 4 : Quantitative Aptitude

Sem 5 : Logical Reasoning

Sem 6: Combo Pack - Booster Acceleration Course

Skills enhancement through this program

1. Enhancing communication and soft skills by learning with practical activities.
2. Enhancing leadership skills with better presentation and exposure.
3. Learning and development with peers in team activity.

Applications

1. Corporate/ office/ Industrial sector through placement

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2. Govt. Sector

3. Business sector.

Next 30 minutes : Taking introduction of students (No language barrier) and Group forming activity

- Make 10 groups (of 7-8 students) if students are 72
- If roll numbers assigned (make one bundle of roll no. 1,11,21,31,41,51,61,71...)as a team, likewise (next bundle of roll no. 2,12,22,32,42,52,62,72..) as team 2 etc.
- You can use other alternative as well for forming the groups (teams) but that to be completed within these 30 minutes.
- As per the formed groups, they have to sit in all CAP Classes.

In final 60-65 minutes : Perform the group ice breaking activity



Fig 1B

For Group 1, 2 and 3 : Ask these students to find the school bell (For group 1), room no x(or any other room) (for group 2) and Chidakash (For group 3) and ask them to click the photo (only one member can use cell phone) of that particular location and come back , ask them to go together , they can make strategies to go in spread manner and this is how they start connecting with each other.

For Group 4, 5 and 6 : Ask them following questions, First 4 questions, Facilitator will ask to each and every members (or few members as per the availability of time) of all these 3 groups. So they first open up in front of facilitator.

- 1) What is your favorite color?
- 2) Which is your favorite movie? Which sort of movies do you like the most?
- 3) What is your favorite food? which sort of food do you prefer the most while going to restaurant?

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4) Who is your inspiration/ Idol?

Quiz round, Following 5 questions to check their GK

Facilitator will ask these questions to the students of group 4, 5 and 6 generally. The group which will answer first will get 2 points. Maximum points achiever group will be announced as winner group.

This is to create little competition around them, so they respond quickly and discuss in group.

1) Who is the current president of India?

2) How many medals, India have won in Tokyo, Olympics 2020?

3) What is the capital of Arunachal Pradesh?

4) Which Female Indian cricketer has recently completed 10,000 runs in international cricket?

5) Who is the current Governor of Gujarat?

(Note : you can change these questions as per your wisdom, but keep them balanced , not too easy.)

Group 7,8,9 and 10 : Give them specific word and ask them to write minimum 10 sentences about that word/thing/place/Term . That word must be tough so they can discuss , collect information, share knowledge, learn new things and write about that. They can use mobile, laptop. But mobile should be used by 1 member or maximum by 2 members from the group. Lastly one of the member will present these 10 points and brief about this particular word. So information exchange will also occur. No competition in this.

Find few Words as per my suggestion.

1) Korba

2) Term Life Insurance

3) Artificial Intelligence

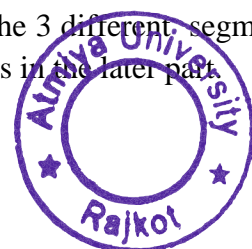
4) In shot Application (What you can do with it)

Important Notes for facilitators

1. Tasks should be given to Segmental group 1,2,3 together, after that assign word task to groups 7,8,9, 10. So they start doing work. Meanwhile start quiz with groups 4,5 and 6.

2. If these ~~group~~ activities are not running simultaneously with all the 3 different segmental groups, do not worry. Those who complete tasks will become viewers in the later part.

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Activity 2 : Picture Description and Puzzle Solving



Fig 1C

First 5 minutes:

- Discussion about activity.
- How we will conduct this activity?
- Make 5 groups.

Next 50 minutes: Picture Description

Show one Picture; tell them to observe for 5 minutes, call one group and tell them to give explanation on what they understood. Do the same with all the groups. Give them marks out of 10.

Then discuss the answers with them.

Next 50 minutes: Puzzle Solving

Display one puzzle. Tell 1st group to click a picture if that and start solving, repeat this with every group. Give them 45 minutes to solve, and next 15 minutes for solving.

Next 10 minutes - Declare the winners.

Last 5 minutes - Overall Feedback of session.

A handwritten signature in black ink, appearing to be 'D. J. S.', is written above the Registrar's name.

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Unit-2: Listening Skills

Activity 3 : Cultural/Mythological Audio Clip Listening and Presentation

First 15 minutes:

- Discussion about activity
- How we will conduct this activity?
- Make groups

Next 15 minutes

Audio clip 1:

- Audio listening
- Tell groups to discuss for 5 minutes
- Call one of the groups to present
- Outcome

Next 15 minutes

Audio Clip 2:

- Audio listening
- Tell groups to discuss for 5 minutes
- Call one of the groups to present
- Outcome

Next 30 minutes

Audio Clips 3 & 4:

- Audio listening
- Tell groups to discuss for 5 minutes
- Call one of the groups to present
- Outcome

Last 5 minutes

- Overall Feedback of the Session

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Activity 4 : Motivational Video Listening-Talks & Presentation (Josh Talks & Ted Talks)



Fig 2A

First 20 minutes : Brief about importance of Listening Skills and how it helps us in life. Also discuss what are Ted Talks and why they are so popular.

Next 10 minutes:

- Discussion about activity
- How we will conduct this activity?

Next 20 minutes:

Video clip 1 : Normal is an illusion

https://www.youtube.com/results?search_query=normal+is+an+illusion+ted+talk

- Show the Video
- Describe the TED TALK video (5-10 minutes presentation by the group)
- Outcome

Next 20 minutes:

Video clip 2 : Being Yourself

https://www.youtube.com/results?search_query=being+yourself+ted+talk+jaahnavi

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- Show the Video
- Describe the TED TALK video in 100 words (5-10 mins presentation by the group)
- Outcome

Next 20 minutes:

Video clip 3 : <https://www.youtube.com/watch?v=iQaiMoUn-zc>

- Show the Video
- Describe the TED TALK video in 100 words (5-10 mins presentation by the group)
- Outcome

Next 20 minutes:

Video clip 4 : <https://www.youtube.com/watch?v=V9V7k7dm86c&t=35s>

- Show the Video
- Describe the TED TALK video in 100 words (5-10 minutes presentation by the group)
- Outcome



Fig 2B


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Unit-3: Reading Skills

Activity 5 : News Article Reading

Article – 01

US President Joe Biden takes COVID-19 vaccine booster



Fig 3A



Fig 3B

United States President Joe Biden took a COVID-19 vaccine booster hoping to provide a powerful example for Americans on the need to get the extra shot even as millions go without their first. In getting the booster, he dismissed criticism that the United States should distribute more vaccines worldwide before allowing boosters at home.

The President said, US is going to do its part. US Centers for Disease Control and Prevention last week backed an additional dose of the Pfizer Inc BioNTech vaccine for Americans aged 65 and older, adults with underlying medical conditions and adults in high-risk working and institutional settings. Seventy-eight-year-old Biden said his wife Jill would also get a booster shot soon. Nearly 25 per cent of eligible Americans aged 12 and older have not received a single dose of the vaccines.

Mr. Biden said last week that the U.S. was purchasing another 500 million doses of the Pfizer vaccine – for a total of one billion over the coming year – to donate to less well-off nations.

Points can be discussed

- United States
- Joe Biden
- Pandemic
- Vaccination
- Booster shot

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Article – 02

Afghanistan's Banking System Near Collapse



Fig 3C

Afghanistan's banking system is reportedly nearing collapse. Talking to media the Chief Executive of the Islamic Bank of Afghanistan Syed Moosa Kaleem Al-Falahi has said the country's financial industry is in the grip of an existential crisis as customers have panicked.

Mr Kabul, Al-Falahi said, only withdrawals are happening and most of the banks are not functioning. Afghanistan's economy was already on shaky grounds even before the Taliban took control in August.

According to the World Bank. It is hugely dependent on foreign aid, about 40% of its gross domestic product (GDP) comes from international aid.

Points can be discussed

- Afghanistan
- Taliban
- USA's sudden withdrawal
- Humanitarian crisis
- Financial crisis
- Central Bank in Afghanistan
- Important central Banks of the world & their roles

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Article – 03

England all-rounder Moeen Ali decides to retire from Test Cricket



Fig 3D

England all-rounder Moeen Ali has decided to retire from Test Cricket. This was stated in a release today by the England and Wales Cricket Board. Moeen Ali is currently playing in the Indian Premier League 2021 with the Chennai Super Kings. The 34-year-old said that he is happy and content with what he had achieved in the longest format of the game.

Moeen Ali has represented England in 64 Tests, scoring 2,914 runs at an average of 28.29. The left-handed batsman has five centuries and 14 half-centuries in the longest format.

Points can be discussed

- Contribution of Moeen Ali in Test cricket
- Test Cricket v/s T20 cricket v/s World's Different Leagues
- English & Wales Cricket Board
- BCCI
- Ashes
- India v/s England Test Series 2021
- IPL

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Article – 04

Net Direct Tax Collections rise 74.4% to over Rs. 5.70 lakh crore till 22nd Sept in FY 2021-22



Fig 3E

The Direct Tax collections for the Financial Year 2021-22, as on 22nd of this month shows that net collections are at 5 lakh 70 thousand 568 crore rupees which is an increase of 74.4 per cent.

In the last financial year, the net collection was 3 lakh 27 thousand 174 crore rupees.

The Net Direct Tax collection of 5 lakh 70 thousand 568 crore rupees includes Corporation Tax of 3 lakh 2 thousand 975 crore rupees net of refund and Personal Income Tax including Security Transaction Tax of 2 lakh 67 thousand 593 crore rupees.

Despite extremely challenging initial months of the fiscal year 2021-22, the Advance Tax collection in the second quarter 1st July, 2021 to 22nd September, 2021 is 1 lakh 72 thousand 71 crore rupees which shows a growth of 51.50 per cent over the corresponding period when the Advance Tax collection was 1 lakh 13 thousand 571 crore rupees.

Refunds amounting to 75 thousand 111 crore rupees have also been issued in the Financial Year 2021-22 so far.

Points can be discussed

- Role of Tax in Country's Growth
- Direct Tax v/s Indirect Tax
- GDP
- GST
- Advance Tax
- Different Slabs of Income Tax

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Article – 05

Climate change talks

Last week, United Nations Secretary-General Antonio Guterres and UK Prime Minister Boris Johnson hosted a meeting with 35 to 40 world leaders to get countries to make deeper cuts of emissions, to give poorer countries more money to develop cleaner energy, and to adapt to the worsening impacts of climate change. These meetings are leading up to the huge climate meetings in Scotland in six weeks, and they're designed to be the next step after the 2015 Paris climate agreement.



Fig 3F

The focus on climate change comes at the end of another summer of disasters related to extreme weather, including devastating wildfires in the western US; deadly flooding in the US, China and Europe; a stroke of killer tropical cyclones worldwide; and unprecedented heat waves everywhere.

Guterres pushed world leaders to do more for climate change, saying that to keep temperature rise to 1.5 degrees, it was necessary to cut emissions by 45% by 2030 and then to reach carbon neutrality by 2050. Instead, the agreements made until now by countries suggest there can be an increase of 16% in emissions in 2030 compared to 2010.

Points can be discussed

- Climate Change
- Co2 Emission
- Developed v/s Developing countries
- United Nations
- UNGA
- Renewable Energy & different sources

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Article – 06

Dogs can smell Cancer!



Fig 3G

Military dogs which used to protect soldiers are now being trained to sniff out prostate cancer in patients' urine samples. The Italian researchers started the study after reading about dogs that were used to smell melanoma.

Dogs' noses are very powerful, as they have up to 300 million sensors compared to a measly six million in humans. One dog was even able to identify the disease in a patient before the medical team.

As impressive as the canines' performance is, you will not see dogs roaming hospital wards to diagnose patients any time soon. The team in Tuscany wants to develop an electronic tool to replicate the dog's sense of smell.

Points can be discussed

- Different Kinds of Pets
- Role of Dogs in different fields [Army, police, spy agency]
- Are they more loyal than human?

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Article – 07

Russian School Shooting

Six people have been killed and 28 injured in a shooting at a university in the Russian city of Perm.

The assailant, identified as a student at the university, walked on to the campus on Monday morning and started shooting. Students and teachers barricaded themselves inside the university building to evade the gunman while others were seen screaming and jumping from windows.



Fig 3H

Authorities said that the attacker was shot during gunfire with a police officer, and then he was arrested. The gunman reportedly acted alone, and he had no political or religious motives. In a social media post, he also said that he was full of hate, and he intended to harm others.

Points can be discussed

- USSR
 - Russian Federation
 - Vladimir Putin
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Article – 08

China witnesses unprecedented power cuts in the nation's history; households, factories hit



Fig 3I

China is witnessing an unprecedented power supply crisis that has turned critical in recent days threatening entire power grids as industrial production grinds to halt and traffic lights fail amid power rationing. With more than half of the country enduring power cuts, making it one of the most extreme energy rationing in the nation's history, especially as it hit regular households. It has triggered widespread alarm among much of the population and plunging the nation's industrial sector into chaos. Poor communication and unclear timeline for power rationing has worsened the confusion with many angry and confused residents taking their complaints to social media, saying the electricity cuts have come during peak hours without sufficient warning.

The power cuts are mainly due to insufficient coal supply. As temperatures drop in the China's northeast, residents have started to turn up the heating, driving up electricity usage. Power cuts are common in China and are usually restricted to industrial users, but their frequency has risen since the second half of last year and have now been extended to households. Many companies, including small firms, have had to shift production to overnight, reduce output or cease operations entirely. Experts also expect the wide-reaching impacts from the dramatic cuts in energy consumption to last until the end of the year. They warn that further disruptions risk aggravating inflation while thrashing production. The latest setback comes after some analysts raised alarms over China's economic outlook in recent weeks. Goldman Sachs estimated that as much as 44% of China's industrial activity has been

hit by power shortages, potentially causing a one-percentage-point decline in annualized GDP growth in the third quarter, and a two-percentage-point drop from October to December. It said on Tuesday that it was cutting its 2021 GDP growth forecast for China to 7.8%, from the previous 8.2%. Nearly 60 percent of the Chinese economy is powered by coal.

The coal shortages, stringent greenhouse gas emissions standards and strong demand from industry has sent thermal coal prices skyrocketing which is making power plants lose money. Authorities have opted to restrict demand for electricity through rationing as raising electricity prices may be a sensitive proposition. The quality of Chinese coal is too poor to generate enough power and it's too polluting. In addition, some regions have already started to store coal for the winter, which has aggravated the coal shortage. China has banned all Australian coal, but it does not rely on imports for thermal coal. Last week, recognizing the critical shortage of locally produced thermal coal, the National Energy Administration pushed several northwestern provinces to increase production. However, China now faces mounting pressure to ramp up coal imports and ensure supplies during the upcoming October holidays. However, it may not be easy at a short notice.

The other probable reason for the power cuts may be authorities' desire to meet provincial targets for reductions in energy consumption as China aims to hit peak emissions before 2030 and carbon neutrality by 2060. There have, however, been concerns that the provincial energy curbs are short-sighted and unfair to users, especially household consumers. State-run media criticized local officials for using forceful means to achieve their annual environmental performance goals, suggesting they should not take a "one-size-fits-all" approach to curbing power usage. Few commentators also hit out at provinces for being too bureaucratic in advancing emissions reduction targets, which would hurt short-term economic growth.

Points can be discussed

- The Reason behind the power crisis
- China
- New Super Power?
- Semiconductor chip crisis in the World
- Fuel crisis in Britain


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Article – 09

France recalls its ambassadors to Australia and US

A major diplomatic spat has erupted after France recalled its ambassadors to Australia and the USA. The rift follows Australia cancelling an order for France to supply it with 12 conventional diesel-powered submarines. The deal was signed in 2016 and was worth \$37 billion in business to the French. Instead, Australia has opted to buy nuclear-powered submarines, renege on the 2016 agreement. France's President Macron called the cancellation of the deal a "stab in the back" and a "betrayal" by Australia. Mr. Macron also recalled France's top diplomat to the USA. He said the US and Australia were exploring "the possibility of future cooperation on nuclear-powered submarines".



Fig 3J

A new, strategic security alliance between Australia, the UK and the USA is the cause of the split. The alliance is called AUKUS – an acronym based on the names of the three countries signed up to it. AUKUS means Australia will be provided with the technology to operate nuclear-powered submarines. France says it was only informed of the alliance hours before it was publicly announced to the world. France is the USA's oldest ally. The French foreign minister said his country's "exceptional decision" was because of the "exceptional gravity" of the situation. It is said AUKUS is to counter China's influence in the region. China accused the three AUKUS powers of displaying a "Cold War mentality".

Points can be discussed

- What is AUKUS?
- QUAD
- Influence of China
- Why France is furious?
- Why Australia needs submarines as soon as possible?

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Article – 10

Shortage of Semi-Conductors in Automotive Industries

The automotive and other industries around the globe are facing production challenges due to a shortage of semiconductors. A global semiconductor shortage has caused car giant General Motors to halt production at all but four of its plants in North America. GM owns a number of popular car brands, including Cadillac, Chevrolet and GMC. A GM spokesperson told the Detroit Free Press news agency that the company is focused on trying to resolve its supply-chain difficulties. He said: "Although the situation remains complex and very fluid, we remain confident in our team's ability to continue finding creative solutions to minimize the impact on our highest-demand and capacity-constrained vehicles."

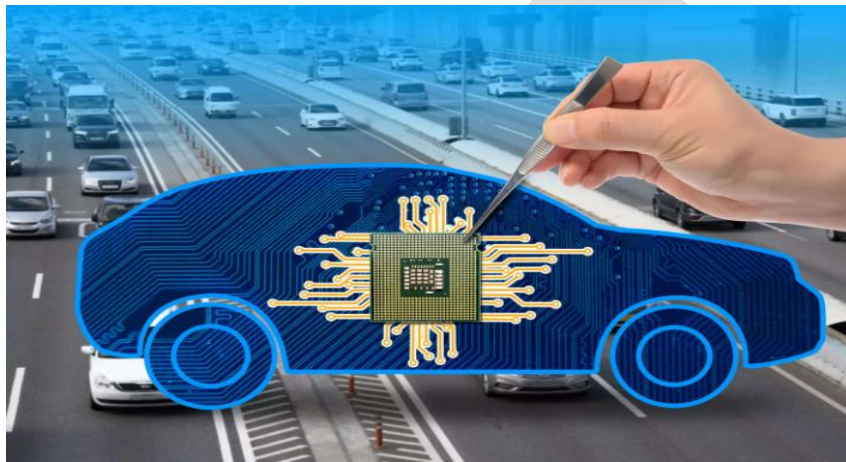


Fig 3K

Semiconductors are an indispensable part of many of the gadgets and electrical products we use in our everyday lives. Sony, Toyota, Ford and other multinational companies are reporting production hitches due to the current dearth in supply. One reason for the shortage is the COVID-19 pandemic. Staff shortages in factories that manufacture the chips in China, South Korea and Taiwan have negatively hit production. The website engadget.com said companies would experience challenges for the foreseeable future. It reported: "With the shortages expected to continue until at least 2023, and no immediate solutions forthcoming, GM likely won't be the last company to change its production schedule."

Points can be discussed

- What is semiconductor?
- What was in tech before semiconductors?
- The Importance of semiconductors in cars & in other industries?
- Which are the biggest manufacturers of Semiconductors?

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Activity 6: Blog reading, Reading aloud practice
(Passage)

First 30 Minutes : Importance of reading

10 articles/ 1 for each single group

Reading Aloud Practice

Passage I

Easter

Easter is the most important festival of the year for most Christians and a holiday for many others.

❖ **The meaning of Easter**

Easter is a Christian festival which marks the resurrection of Jesus Christ. For many Christians, Easter is a celebration of the triumph of life over death, and a very important time of the year. Many non-Christians also have a holiday at this time, so it is a popular time to travel or spend with friends and family. We see lots of symbols of new life at Easter, especially eggs, chicks, flowers and rabbits. These symbols go back to ancient pagan traditions which celebrated fertility, rebirth and new growth after the long, winter months.

❖ **When it is celebrated**

The dates of Easter change from year to year but it usually falls sometime between the end of March and the end of April. In Western Christianity, Easter Sunday is the first Sunday after the first full moon of spring, which starts on 21 March. The Eastern Orthodox churches, which use a different calendar, have a slightly different way of calculating Easter and usually celebrate Easter a little earlier or later.

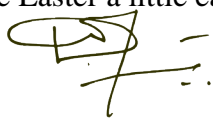

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Fig 3L

❖ **Holy Week**

The week before Easter is called Holy Week. The first day of Holy Week is Palm Sunday, which is the Sunday before Easter. Many Christians celebrate this as the day that Jesus entered Jerusalem and people threw down branches from palm trees on the road to welcome him. Four days later is Maundy Thursday, which marks the Last Supper, when Jesus ate bread and drank wine with his twelve disciples. The following day is Good Friday, which is significant for Christians as the day that Jesus was put to death on the cross. Many Christians believe that Jesus was killed and buried in a tomb on the Friday and that God raised him from the dead on the Sunday. So Easter Sunday is a celebration of the resurrection of Jesus.

❖ **How Easter is celebrated**

In many countries there are religious processions during Holy Week, and practicing Christians attend special church services. On Palm Sunday, many churches bless palm branches and people put them on the ground during processions to mark the day that Jesus arrived in Jerusalem. The Last Supper on Maundy Thursday is celebrated in many Christian traditions in the form of the Communion, when believers share bread and wine. Good Friday is traditionally a day of fasting, reflection and sadness. A lot of church services start at midnight the night before Easter Sunday with the lighting of candles or, in Greece, fireworks. This represents the triumph of light over darkness. On Easter Sunday, churches are filled with flowers representing new life, and at home chocolate Easter eggs are given as presents.

❖ **Other Easter traditions**

There are many different Easter traditions around the world. In some places, people eat lamb on Easter Sunday, but there are many other foods, such as hot cross buns – spiced, sweet bread buns made with raisins – that are traditional in the UK.

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In some places in Eastern Europe, boys and girls throw water at each other, while in Corfu, Greece, there is a tradition of throwing pots and pans out of windows and from balconies, breaking them on the street. In the United States, a tradition of wearing new clothes at Easter has evolved into making Easter bonnets – fancy hats decorated with flowers, rabbits and other symbols of spring. For fans of crime fiction, Norway is the place to be at Easter, when it has become traditional to read crime novels and solve mysteries.

Eggs are a popular part of Easter celebrations. Traditionally, people paint chicken eggs and decorate them with bright colors to give as presents. Nowadays, chocolate eggs are more popular than the traditional kind, especially with children. They are often hidden around the house and garden so that children can find them in an Easter egg hunt.

Passage 2

UN International Literacy Day

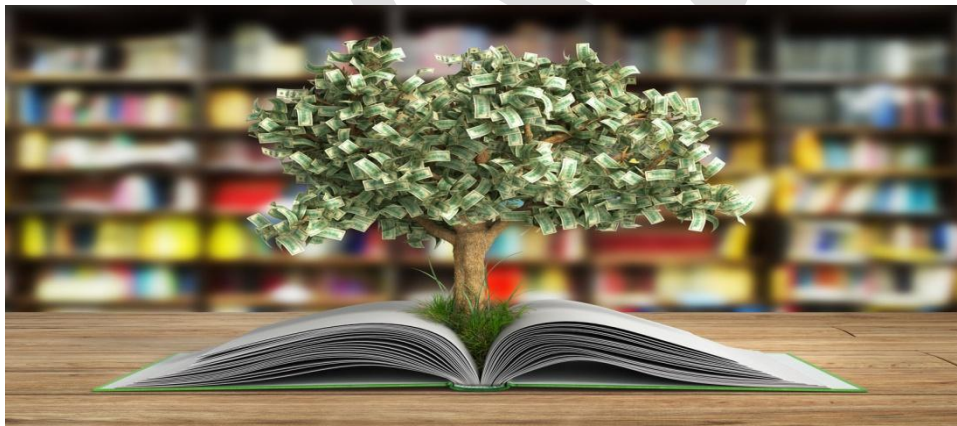


Fig 3M

Knowing how to read and write is a very important factor in most people's lives. But some people never learn these skills. How can we make sure that everybody gets the opportunity to become literate?

Have you ever travelled to a country with a language that you don't speak? If so, perhaps you had trouble understanding the most basic things: signs, instructions, documents, packaging. Maybe you were powerless. This is just a simple example that gives us a small idea of

how hard life must be for a person who is unable to read. Illiteracy is a major problem around the world. To acknowledge the huge efforts of people working in this field, the United Nations celebrates International Literacy Day every 8 September.

❖ **What is UN International Literacy Day?**

Since 1967, this annual celebration has brought attention to people in the world who don't know how to read or write. It highlights ways to combat this problem and the huge progress that has been made. Every 8 September, UNESCO holds an awards ceremony in Paris in which prizes are given to individuals and organizations who work hard to increase literacy around the world.

❖ **How big is the problem?**

It is estimated that around 14 per cent of the global population is illiterate. Within that statistic, there is some good news and some bad news. On a positive note, the levels of illiteracy have fallen a lot in recent decades (in just 1980, world illiteracy was at 43 per cent!). However, there are still enormous differences between regions. In sub-Saharan Africa and southern Asia, illiteracy remains around 30 per cent.

❖ **What are the consequences of illiteracy?**

There is a strong connection between illiteracy and poverty. People who can read and write have an enormous advantage over those who can't when it comes to studying and training. This means that literate people generally earn more money and even enjoy better health. The UN also reports more negative attitudes towards women in societies with lower literacy levels.

❖ **What is the situation for women and girls?**

A study by the UN showed that almost 83 per cent of women and girls are able to read and write. However, two-thirds of all illiterate people in the world are female. This problem is due to factors such as insufficient educational opportunities for girls or the tradition in some countries for girls to get married at a young age. Many organizations work to try to empower women and girls by teaching them literacy skills.

❖ **What is the situation for men and boys?**

The same UN study showed that, internationally, 90 per cent of men and boys are able to read and write. However, in many Western countries, girls generally show better literacy than

boys. Experts suggest that this is due to education techniques which don't always suit boys, as well as the opinion among some boys that reading and writing are 'girly' things to do.

❖ **How is technology changing things?**

In the digital era, learning to read and write has become more accessible, with the internet and the popularity of devices like computers and smart phones. UNESCO suggests that literacy has become more important than ever as the world changes towards 'knowledge-based societies' which depend on communication rather than creating physical products.

❖ **What is the future of literacy?**

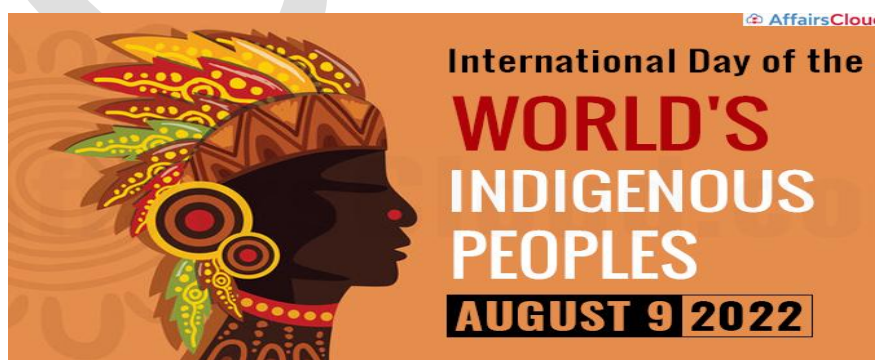
Some experts argue that we need to change our idea of literacy. These days, knowing how to read is a limited skill if the same person doesn't know how to use a computer or smart phone. Some suggest that we need to expand the idea of literacy to include skills such as knowing how to use a web browser, create a document on a computer or even send a text message by phone.

❖ **How can I participate?**

Many libraries and universities organize events to celebrate International Literacy Day, often inviting famous writers to participate. Check out #Literacy Day on social media to see what's happening in your region.

Passage 3

International Day of the World's Indigenous Peoples



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Fig 3N



The International Day of the World's Indigenous Peoples on 9 August is a day to promote indigenous peoples' rights and celebrate indigenous communities, from the Inuit in the Arctic Circle to the Tuareg in the deserts of northern Africa.

Since 1994 the UN has celebrated the International Day of the World's Indigenous Peoples on 9 August with special events, conferences and meetings around the world.

❖ **Who are the indigenous peoples of the world?**

Indigenous people are the first people to live in a particular place – the original population that first created a community on that land before other people came to live in, conquer or colonize the area. People self-identify as indigenous. That means they decide for themselves whether they consider themselves to be indigenous.

There are more than 350 million indigenous people living in 90 countries. They represent 5,000 different cultures and speak the great majority of the thousands of languages that are spoken around the world today. Indigenous communities often have distinct beliefs, culture and customs. Many indigenous people still live in very close contact with the land, with a respect for and understanding of their natural surroundings.

❖ **What challenges do they face?**

Indigenous peoples are not the dominant groups in the societies they live in. The dominant groups are the people that arrived later. This means that indigenous peoples have suffered from many problems related to a lack of economic power, social protection and political representation.

Although indigenous people make up less than five per cent of the world's total population, they represent 15 per cent of the world's poorest people. They are more likely to have limited access to healthcare and education, and members of indigenous communities live shorter lives than non-indigenous groups. Their languages are not normally taught in schools, and many of these languages are in danger of disappearing. It is estimated that one indigenous language is lost every two weeks.

Many indigenous peoples do not have control over their land. Governments and companies take their land to cut down trees, to farm cows or for other activities that use these natural resources and damage the environment. This often forces indigenous people to leave their land, losing their ancestral homes and their source of wealth and food.

❖ What has been done?

Recently, in New Zealand, one of the local Maori tribes won a legal battle to protect the river that runs through their land. The new law protects the river as if it were a person, a Maori ancestor or a member of the tribe. Another historic legal battle was won by the Waorani people of Ecuador, when they successfully stopped 500,000 acres of Amazonian rainforest from being mined by oil companies.

Making sure indigenous peoples have legal rights over their land and resources is a matter of human rights. It also brings environmental benefits to the planet. Deforestation rates in Bolivia, Brazil and Colombia were two to three times lower in forests officially belonging to indigenous communities.

Progress made by indigenous communities is supported by the 2007 UN Declaration on the Rights of Indigenous Peoples, a document that has been agreed on by 148 countries. Importantly, the declaration defends indigenous peoples' right to make decisions about the use and protection of their ancestral land. It also sets out many rights, including indigenous peoples' rights to education and healthcare, participation in political and legal processes and the protection of indigenous languages.

❖ What more needs to be done?

Despite the progress made, indigenous communities still legally own only a very small percentage of their land globally. The UN document is an important step, but more countries need to commit to it, and the countries that have signed need to do what they have promised. All around the world, indigenous people are fighting for their rights, as well as protesting against deforestation and climate change. Part of the movement to support them is the celebration of the International Day of the World's Indigenous Peoples on 9 August.

Passage 4

Chocolate

What do you know about chocolate? Learn about the history of chocolate and the interesting journey from cocoa bean to chocolate bar.

- ❖ **World Chocolate Day**
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Did you know that there's a World Chocolate Day? It takes place each year on 7 July. To celebrate it, read about the history of chocolate and the interesting journey from cocoa bean to chocolate bar.

❖ **A brief history of chocolate**

Chocolate was first used as a drink over 3,500 years ago in Central America. It was very popular with the Mayans and the Aztecs, who mixed cocoa beans with vanilla or chili peppers. In fact, cocoa beans were so important to them that they were used as money. Cocoa was first grown in Ecuador, which was, for a long time, the world's number-one producer of cocoa beans. It is still one of the top ten producers of the beans, but nowadays more than 70 per cent of cocoa beans come from West Africa.

❖ **Cocoa beans**

Cocoa beans come from cocoa trees. These trees grow in tropical forests around the world, from South America to Indonesia. The beans grow in colorful pods of red, yellow and purple. Inside the pods are the beans. Each tree grows around 50 pods a year, and each pod can contain between 20 and 60 beans. It takes around 100 beans to make 100 grams of chocolate. The pods are picked by hand to protect the trees.

❖ **Preparing the beans**

Once the pods are picked from the tree, they are opened and the beans are taken out. The beans need to go through a number of different processes before they are ready to be turned into chocolate. First, the beans and the pulp are placed in special boxes, where they slowly ferment for up to five days. Here the beans turn brown and start to develop their special flavor. They are then put out in the sun to dry for approximately 14 days. After this, they are roasted for about 15 minutes in preparation for the final stage, when the beans are taken out of their shells. At the end of this process, we are left with the cocoa 'nibs' – chocolate in its purest form and the basic ingredient for all chocolate products.

❖ **From cocoa nibs to chocolate liquor**

The first step is to grind the nibs by machine or between two large stones. This produces cocoa liquor, a semi-solid paste. This is then cooked and mixed continuously for hours or even days until it is just right. This is also the stage at which other ingredients are added: sugar, milk, various flavors. Interestingly, chocolate melts at 34°C. This is just below body temperature, which explains why it can be so sticky and messy, but also why it melts as soon as you put it in your mouth.

❖ From liquid to solid

At this point the cocoa nibs are ready for the last stage in the journey. For the cocoa liquor to turn into solid chocolate, it needs to be heated and cooled and heated again until it forms a solid mass. And so, at last, the journey from bean to bar is complete.

So now you know all about how chocolate is made, you may want to celebrate the day by eating one of your favorite chocolate treats!

Passage 5

Yoga



Fig 30

Yoga is becoming more and more popular around the world. What exactly is it, where did it come from and what are the health benefits of doing yoga?

❖ What is yoga?

Most people know yoga as a kind of exercise which aims at developing strength and flexibility. To practice yoga, you learn a series of 'postures', where you put your body into different positions. The correct breathing is also important. However, yoga is really about more than just exercise. In 2014, the Prime Minister of India, Narendra Modi, asked the United Nations Registrar to create an International Day of Yoga, saying that yoga 'is not about exercise

but to discover the sense of oneness with yourself, the world and nature'. He felt that yoga could not just help people to be healthier but also help connect people to each other and to nature. The United Nations agreed, and International Yoga Day is now celebrated on 21 June.

❖ **Where did yoga come from?**

The history of yoga goes back at least 5,000 years, and some people claim it is nearer 10,000 years ago. It was first developed in Northern India and at this stage was a spiritual as well as a physical form of exercise, connected with both Hinduism and Buddhism. In the late 19th and early 20th centuries, yoga was introduced to the Western world when Swami Vivekananda travelled to the United States to talk about yoga at a conference in Chicago in 1893. Others followed in the 1920s and 1930s, and by the 1960s yoga had become a very popular form of exercise in the United States and in Europe. Most people who practice yoga today do not do it for spiritual reasons.

❖ **What are the benefits of yoga?**

Yoga is good for the mind and body. Regular practice of yoga helps people to improve their balance and stamina. Although you won't really get out of breath, like you might playing football or running, it does help to keep your heart healthy and you can lose weight. It can also help with back pain.

The breathing taught in yoga can help people to reduce stress and anxiety. There are lots of different possible breathing patterns you can do. Yoga also improves concentration and helps people to sleep better, so it's great for anyone who's under pressure at work or in their studies.

❖ **Different types of yoga**

There are lots of different types of yoga, so you can choose what suits you best. Hatha Yoga is often good for beginners, because you hold each position for a few breaths. In Vinyasa Yoga you change position much more quickly and you might get out of breath. It's quite challenging if you haven't done much yoga before. Bikram Yoga is sometimes called 'hot yoga', because the room must be heated to around 40 degrees. As well as these and other more traditional forms of yoga, there are also some more unusual modern forms of yoga. For example, you might enjoy 'laughter yoga', where people do breathing exercises and laugh about nothing in particular – laughing is very good for your health. Or what about 'Aero yoga', where you do yoga while you are hanging from the ceiling? It's supposed to be very good for your back. Or 'Doga', where you do yoga together with your pet dog?

Whatever kind of yoga you choose, there are definitely some health benefits, and you should have fun too.

Passage 6

World Oceans Day



Fig 3P

World Oceans Day is a day to think about the extremely important role that the oceans play in all our lives, the dangers that are facing our oceans and the actions we can take to protect them.

There is only one global ocean. This is divided into five geographical regions: the Pacific Ocean, the Atlantic Ocean, the Indian Ocean, the Arctic Ocean and the Southern Ocean.

❖ Introduction

Seventy per cent of our planet is covered by one huge, continuous body of seawater – the ocean. It holds 1.35 billion cubic kilometers of water. Nearly half of the ocean is more than 3 kilometers deep. The deepest known point of the ocean is in the Mariana Trench, 11 kilometers below sea level. But there may be deeper points that we have not seen, as we have only explored five per cent of the ocean to date.

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❖ **World Oceans Day**

The government of Canada suggested the idea of World Oceans Day at the Earth Summit in Rio de Janeiro in 1992. In 2008 the United Nations officially recognized the date and it has been growing ever since, from 100 events in 2008 to over a thousand events in more than 120 countries ten years later. The day is celebrated in a variety of ways, including special events at aquariums and zoos, beach and river clean-ups, school activities, conservation programmes, art contests and film festivals.

❖ **The importance of our oceans**

One of the main aims of the day is to remind people of the important role the ocean plays in our lives. Life began in the ocean. And the ocean is home to the majority of plants and animals on Earth, from single-cell organisms to the blue whale. Marine plants provide us with 70 per cent of the oxygen we breathe. The ocean controls the climate, providing heat in winter and cool air in summer. It also provides us with food and medicines as well as transport. No matter where you live on the planet, no matter how far from the sea, your life is dependent on the ocean.

❖ **The problems facing our oceans**

The most urgent problem facing the ocean at the moment is plastic pollution. Reducing one-use plastic, including plastic bags and plastic bottles, has been an important theme for World Oceans Day for a number of years. Climate change and rising sea temperatures are also a huge problem. Rising sea temperatures have a direct influence on weather patterns and are seen as partly responsible for an increase in extreme weather conditions. An increase in carbon dioxide is increasing the acid levels of seawater and putting many marine organisms at risk.

❖ **What we can do to help**

On World Oceans Day, wear blue, go on a march, find a beach or river clean-up near you, organize a local event, print a poster and put it in your window, or use the hashtag #worldoceanday on social media. There are so many things you can do on 8 June to join in the celebrations, to remind people about the importance of the ocean in our lives and to make a difference!



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Passage 7

English Language Day

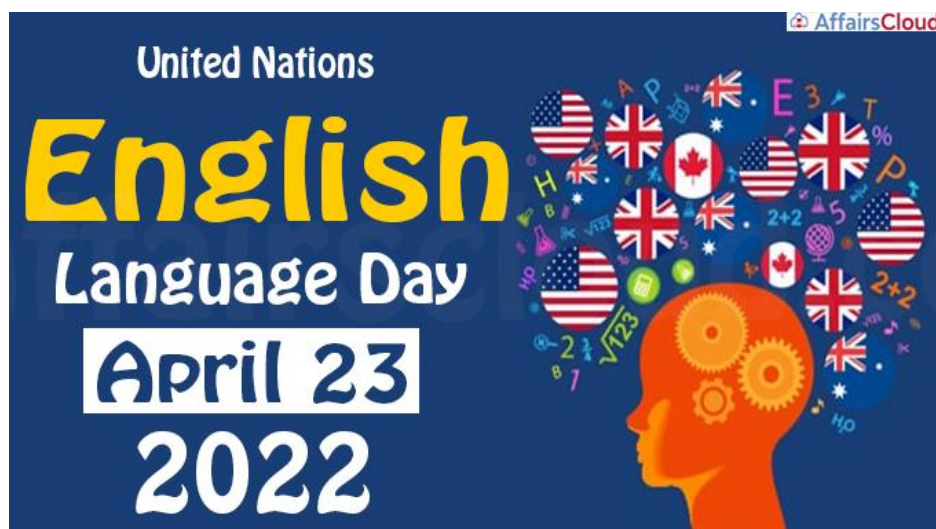


Fig 3Q

English Language Day is celebrated on 23 April. Read about where English came from, how it came to be spoken all over the world and how it is changing.

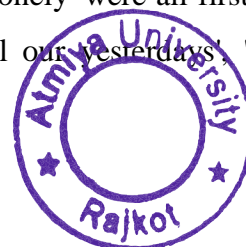
❖ What is English Language Day?

English Language Day was first celebrated in 2010, alongside Arabic Language Day, Chinese Language Day, French Language Day, Russian Language Day and Spanish Language Day. These are the six official languages of the United Nations, and each has a special day, designed to raise awareness of the history, culture and achievements of these languages.

❖ Why is English Language Day celebrated on 23 April?

This day was chosen because it is thought to be Shakespeare's birthday, and the anniversary of his death. As well as being the English language's most famous playwright, Shakespeare also had a huge impact on modern-day English. At the time he was writing, in the 16th and 17th centuries, the English language was going through a lot of changes and Shakespeare's creativity with language meant he contributed hundreds of new words and phrases that are still used today. For example, the words 'gossip', 'fashionable' and 'lonely' were all first used by Shakespeare. He also invented phrases like 'break the ice', 'all our yesterdays', 'faint-hearted' and 'love is blind'. Can you guess what they mean?

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❖ The origins of English

The story of the English language began in the fifth century when Germanic tribes invaded Celtic-speaking Britain and brought their languages with them. Later, Scandinavian Vikings invaded and settled with their languages too. In 1066 William I, from modern-day France, became king, and Norman-French became the language of the courts and official activity. People couldn't understand each other at first, because the lower classes continued to use English while the upper classes spoke French, but gradually French began to influence English. An estimated 45 per cent of all English words have a French origin. By Shakespeare's time, Modern English had developed, printing had been invented and people had to start to agree on 'correct' spelling and vocabulary.

❖ The spread of English

The spread of English all over the world has an ugly history but a rich and vibrant present. During the European colonial period, several European countries, including England, competed to expand their empires. They stole land, labor and resources from people across Africa, Asia, the Americas and Oceania. By the time former British colonies began to gain independence in the mid-20th century, English had become established in their institutions. Many brilliant writers from diverse places across Africa, the Caribbean and Asia had started writing in English, telling their stories of oppression. People from all over the world were using English to talk and write about justice, equality, freedom and identity from their own perspectives. The different varieties of English created through this history of migration and colonization are known as World English's.

❖ International English

More than 1.75 billion people speak English worldwide – that's around 1 in 4 people around the world. English is being used more and more as a way for two speakers with different first languages to communicate with each other, as a 'lingua franca'. For many people, the need to communicate is much more important than the need to sound like a native speaker. As a result, language use is starting to change. For example, speakers might not use 'a' or 'the' in front of nouns, or they might make uncountable nouns plural and say 'information's', 'furniture's' or 'co-operations'.

Are these variations mistakes? Or part of the natural evolution of different English's? 'International English' refers to the English that is used and developed by everyone in the world, and doesn't belong to native speakers.

Passage 8

Carnival



Fig 3R

Carnival is an annual festival celebrated in many different ways in many countries around the world. Some of the world's most famous carnivals are held in Rio de Janeiro, Brazil, New Orleans, USA, and Venice, Italy. Find out what happens in these and one other carnival you may not have heard of.

❖ **What's carnival all about?**

Carnival is a festival that happens over a few days, usually just before Lent, in February or March. Because traditionally many people go on a fast during Lent, giving up meat, sugar or other foods and drink, carnival is an opportunity to enjoy these treats for the last time. It is a time to celebrate and party, with music and dancing in the streets. Some people believe that carnival is actually older than the Christian period of Lent, and that it started as the Roman festival of Saturnalia.

❖ **New Orleans**

One of the most famous carnivals in the world is in New Orleans, USA. It is called Mardi Gras, which is French for 'Fat Tuesday', the day when people would traditionally eat up all the fat before starting the Lent fast. The celebration in New Orleans lasts around two weeks,

with a parade every day. Groups of people, called 'krewes', dress up in special costumes and ride on decorated floats. They throw small gifts to the people watching, especially strings of beads. There are also many balls, especially masked balls. Mardi Gras is very popular with tourists, and it is estimated that well over a million people visit every year to join the celebrations.

❖ **Rio de Janeiro**

The carnival in Rio de Janeiro, Brazil, is considered the biggest in the world, with around two million people celebrating on the streets each day. Rio Carnival is famous for its samba music and for the amazing costumes and floats. In 1984, the government decided to give the carnival a special stadium, called the 'Sambadrome', where people could buy tickets to go and see the parades. However, there are still plenty of street parties and parades happening all over the city.

The parades are a kind of competition and the samba 'schools', or groups, are judged on their costumes, dancing, floats and music. Some samba schools spend millions of dollars on their preparations, but it is estimated that carnival makes over \$40 million from ticket sales and advertising.

❖ **Venice**

Carnival in Venice is a much quieter celebration, but it is still very famous, mainly for the beautiful masks that people wear. Traditionally, the masks are made and decorated by hand, with gold, jewels and feathers. There is a competition for the most beautiful mask, and there are many masked balls and other celebrations.

❖ **Binche**

The carnival in Binche, Belgium, is not as famous as some of the others, but it may have the longest history. It dates back to the 14th century. Up to 1,000 men and boys, called 'Gilles', dress up in masks, costumes and wooden shoes. They also wear very tall feather hats, up to 90cm tall. The Gilles dance through the streets and throw oranges at the crowd. This can sometimes cause accidents and break windows, but it is supposed to be good luck if you are hit by an orange.

All over the world, carnival is a time to celebrate and have a good time with friends and family. Have a great carnival, if you're celebrating this year!

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Passage 9

Hanukkah



Fig 3S

Hanukkah is a Jewish festival that is celebrated for eight days, usually in December. It is also called the Festival of Lights. Find out why and learn about what people do to celebrate this special holiday.

Hanukkah, or the Festival of Lights, is a Jewish celebration. Its date changes from year to year, but it always takes place either in November or December. It lasts for eight days and is celebrated by Jews around the world.

❖ **The menorah**

The most important part of Hanukkah is the lighting of the menorah (a special candleholder used in Jewish ceremonies). For Hanukkah, there is a special menorah with nine candles. Eight of the candles represent the eight days of the festival. The ninth candle is used to light the other eight. On the first day, only one candle is lit, on the second day, two candles, and so on, until all the candles are lit on the last day. The candles are lit at sunset and should burn for at least ~~half~~ an hour. They are usually put at a door or a window so that people can see them from outside.

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The history behind the festival



The festival celebrates when a group of Jews won back a temple from the Greeks in the second century BC. They made a new menorah to replace the one that had been broken. But when they went to light it, they could only find one small bowl of the special oil they needed. There was only enough oil to last one night but they knew it would take them eight days to prepare more. They lit the lamps with the oil on that first night, thinking it would burn for just one night. But the oil lasted for another seven nights and this event gave birth to Hanukkah, the Festival of Lights.

❖ **Special Hanukkah food**

Oil is an important part of the Hanukkah celebrations and all kinds of food made with oil are eaten on the eight days. In central and eastern Europe they make latke, fried potato pancakes, that they eat with apple sauce or sour cream. The favorite treat in Israel is sufganiyot (doughnuts filled with strawberry jam). Other popular festival foods include apple cakes and pretzels (bread made in the shape of a knot).

❖ **Celebrating with family and friends**

Family and friends are very important during the festival. It's traditional to invite people to your home to have dinner and to play games together. The most traditional game is played with a dreidel, a wooden spinning top with four sides. There are four Hebrew letters on the four sides and, depending on which letter your top lands on, you win or lose. The game is usually played with nuts and dried fruit and sweets.

❖ **Hanukkah gifts**

Lots of families give presents during the festival, especially to children. These are often games that the whole family can play together or books and other small gifts. It is also a tradition to give money to children (Hanukkah gelt) and to encourage them to donate some of their money to good causes.


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Passage 10

Mindfulness

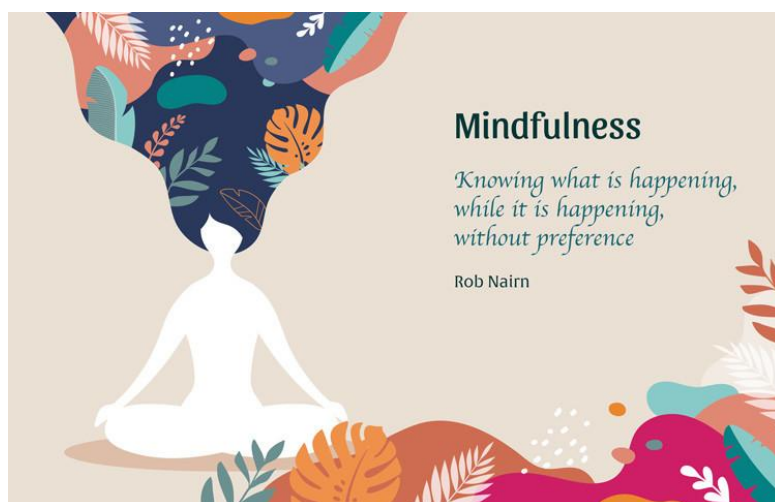


Fig 3T

‘Mindfulness’ is a word we hear a lot these days, but what exactly does it mean? Find out what it is, what the benefits of mindfulness are and how you can start to practice it.

Have you ever driven somewhere and realized when you arrived that you couldn’t really remember anything about the journey? Or have you ever eaten a whole packet of biscuits when you were planning to only have one? Or have you stayed up much later than you planned, or even all night, watching ‘just one more’ episode of a TV series? All of these are examples of mindlessness. When we live this way, we are not fully awake and not fully living our lives.

❖ **What exactly is mindfulness?**

When we are mindful, we are more conscious of our thoughts, our actions and what is happening around us. We might notice a beautiful sunset or really listen carefully to what a friend is saying, rather than planning what we’re going to say next. We are also more aware of our own feelings and our thoughts. Jon Kabat Zinn, who has done a lot to make mindfulness popular, says mindfulness is: ‘Paying attention, on purpose, in the present moment, and without judging.’

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So we are consciously deciding what to pay attention to, we are not worrying about the past or planning for the future and we are not trying to control or stop our thoughts or feelings – we're just noticing them.

❖ **Why is mindfulness so popular now?**

For most people life is getting busier and busier. Technology means that we always have something to do and there isn't much opportunity to just 'be'. People are often doing two or three things at the same time: texting while watching TV, or even looking at their phone while walking along the pavement. People are working longer hours and bringing work home. All this can make us stressed, and mindfulness can be a way of reducing this stress.

❖ **What are the benefits of mindfulness?**

Research shows that mindfulness reduces stress and depression. It can help you to concentrate, have a better memory and to think more clearly. It can also help people to manage pain better and to improve their sleep, and it can even help you lose weight because you won't eat that whole packet of biscuits without thinking!

❖ **How to become more mindful**

Mindfulness Day is celebrated on 12 September, so maybe that would be a good day to try a few mindfulness techniques and see if they make a difference. But, of course, you can try these on any day of the year.

A very simple technique that you could try right now is to close your eyes for a couple of minutes and count how many sounds you can hear. This will help to focus you on what is happening right now.

Another technique is to focus on a piece of food, typically a raisin. Instead of eating it without thinking, slow down. Look carefully at it and notice how it feels in your fingers. Smell it. Then put it on your tongue and taste it. Only then start to eat it slowly, noticing how it feels and how it tastes.

Both of these techniques force you to slow down and focus on the present moment, and there are plenty of other ideas you can find online if you want to try mindfulness for yourself.



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Unit-4: Speaking Skills

Activity 7 : Show and Tell Activity

First 5 minutes:

- Discussion about activity
- How we will conduct this activity?
- Make groups

Next 15 minutes

Video clip 1:

- Video show
- Tell groups to discuss for 5 minutes
- Call one of the groups to present
- Outcome

Next 15 minutes

Video Clip 2:

- Video show
- Tell groups to discuss for 5 minutes
- Call one of the groups to present
- Outcome

Next 30 minutes

Video Clip 3 & 4:

- Video show
- Tell groups to discuss for 5 minutes
- Call one of the groups to present
- Outcome

Last 5 minutes

- Overall Feedback of session

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Activity 8 : Movie Review



Fig 4A

First 15 minutes:

- Discussion about activity
- How we will conduct this activity?

Next 30 minutes

Video clip 1 : Independence day story

<https://www.youtube.com/watch?v=Jrt8CXdOnKo>

- Video show
- Story writing in 500-600 words
- Suitable title
- Outcome

Next 30 minutes

Video Clip 2 : Juice

<https://www.youtube.com/watch?v=R-Sk7fQGIjE>

- Video show

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- Story writing in 500-600 words
- Suitable title
- Outcome

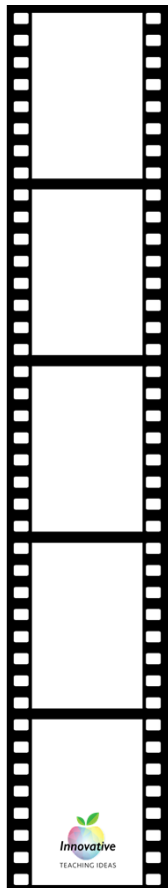
Next 30 minutes

Video Clip 3 : Meaning of jihad

https://www.youtube.com/watch?v=jhCo2VNH_5w

- Video show
- Story writing in 500-600 words
- Suitable title
- Outcome

Last 5 minutes - Overall Feedback of session



MOVIE REVIEW

TITLE _____	STAR RATING ☆☆☆☆☆
DIRECTOR _____	
GENRE _____	
NAME AND DESCRIBE THE MAIN CHARACTERS	MOVIE SUMMARY
_____	TIME PERIOD _____
_____	SETTING _____
_____	_____
_____	PLOT _____
_____	_____
FAVOURITE AND MOST DISLIKED SCENE	_____
_____	_____
_____	MESSAGE OF THE MOVIE _____
_____	_____
_____	_____

[Handwritten Signature]
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Fig 4B



Activity 9 : Facts v/s Opinion-Presentations

Instructions cum Material/ Material cum Instructions

Facts v/s Opinions

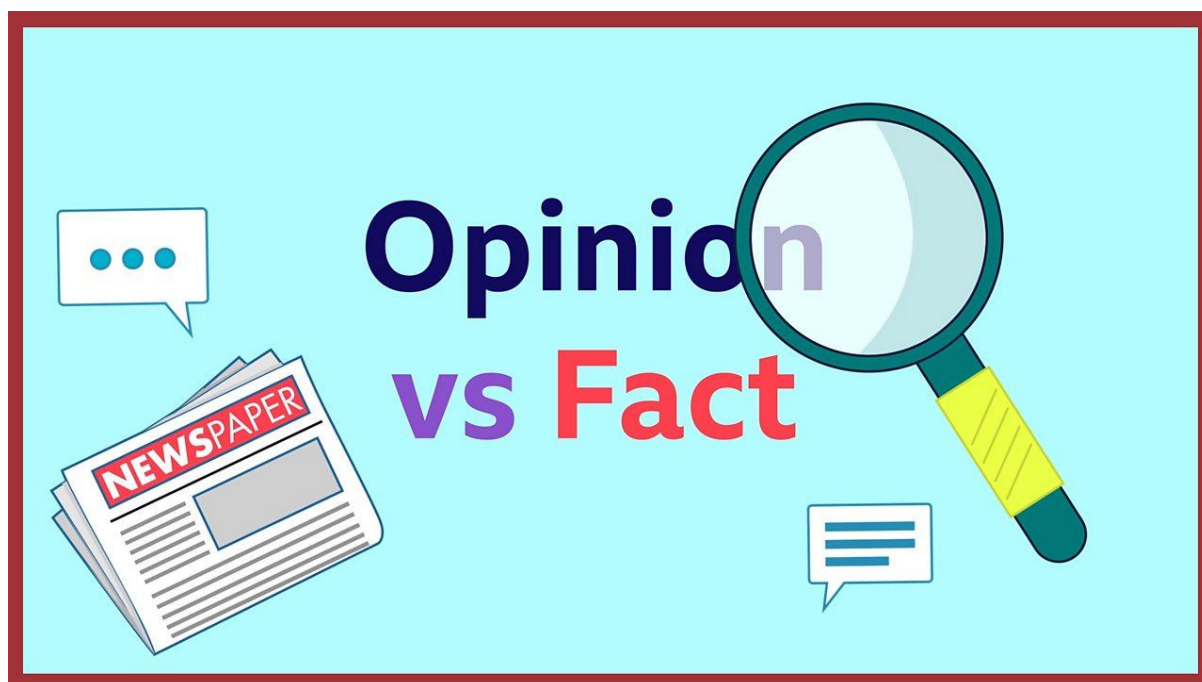


Fig 4C

Facts rely on observation or research and generally involve the use of empirical Data and information. In many cases, facts also involve our physical senses, like Hearing, seeing, smelling, touching, or tasting. Opinions are based on assumptions That cannot be proven and reflect somebody’s views, beliefs, personal perspectives, Or values. In a news story, all opinions must be quoted from a source, and sources From both sides should be cited. Even a statement like “it is too hot outside” can be An opinion. Some people prefer hot weather, whereas others do not. Opinions Cannot be verified.

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FACTS	OPINIONS
Something that can be verified	A belief or judgment about something
Based on research or observation	Based on personal view, cannot be verified
Verification possible	Verification cannot be possible
Universal	Varies from one person to the next
Not debatable	Debatable
Has power to influence	Has power to influence

➤ **Fact Clues**

- The research confirms...
- The doctors recently discovered that COVID-19 is airborne..., COVID-19 is ...
- "According to [source]"; is usually followed by a fact. But it can also be followed by an opinion statement. You need to know your source.
- The source of a fact has to be credible. It cannot simply be your mother or your relatives—unless they are a recognized authority.

➤ **Opinion Clues**

- I think, I believe, I feel, In my opinion, Some people think, My friends think, My parents think, Some people claim, He/she claims
- Always/Never, Awful/Wonderful, Beautiful/Ugly, Better/Best/Worst, Delicious/Disgusting, Enjoyable/Horrible/Favorite, For/Against, Good/Bad,, Inferior/Superior, Oppose/Support, Terrible/Unfair, Worthwhile

Activity I

Analyze News Stories vs. Editorials:

As a straightforward and effective activity, have students actively pick out the opinions and facts from an editorial they find themselves. Students share their findings with the class, and then follow up with a news story about the same topic after doing the same type of analysis. Have them compare what they found in each article. A teacher can also find a digital news story and engage the entire class with the same article. Students should have a routine where they find a news story and analyze it at least once a week for the semester. After a semester of doing that, they will have embedded that learning.

Activity II



Have Students Practice Writing:

Recognizing a biased story is one skill, but going one step further is being able to write balanced news. If students learn to write balanced news and then editorials, they don't forget the distinction. For example, have them choose a topic they are interested in and then write an objective article on that topic, followed by an editorial where they voice their opinion. When students actually do something, they tend to learn it.

Activity III

Give Students Examples:

Are these opinions or facts? Give kids some examples. You can use the ones below or others you find or come up with, depending on their grade level.

- ✚ Chocolate is the best flavor for ice cream.
- ✚ The beach is more fun than the mountains.
- ✚ The fires are burning north of Sacramento.
- ✚ Football is a dangerous sport..
- ✚ School uniforms make kids happier.
- ✚ It is difficult for sea turtles to lay their eggs on land.
- ✚ A university education is the key to success.

Activity IV

Choose and Analyze Opinion Columns:

Tell students to pick out two of their favorite columnists, analyze their writing, and state how the columnists supported their opinions. Just finding their favorite columnists will take a lot of researching, and they will learn a lot just in that process. They can then find news stories on the same topic and compare the two types of articles.

Activity V

Analyze Speeches from Political Candidates:

Have students look for examples of opinions in speeches given by various political candidates and determine whether they back up their statements with facts. What do they claim? Is it factual? How do they support their statements? Political Movies can be used for the activity.

Activity VI

Hold a Competition:

Have students organize into groups or have classes compete in an activity where the Registrar point for every fact or opinion they correctly identify.



Activity 10 : Group Discussion



Fig 4D



Fig 4E


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Instructions cum Material/ Material cum Instructions

TOPICS: -

1. EFFECT OF THE COVID-19 PANDEMIC ON THE SOCIETY
2. EXPERIENCE OF VIRTUAL ONLINE EDUCATION (MERITS AND DEMERITS)
3. THE RISE OF SOCIAL MEDIA ADDICTION
4. SHOULD OTT PLATFORMS BE REGULATED?
5. WHAT IS MORE IMPORTANT- CREATIVITY OR KNOWLEDGE?

INSTRUCTIONS: -

1. Can be Bilingual. Language No Bar
2. Encourage conversations and brainstorming of ideas and opinions
3. Every perspective will be appreciated and encouraged
4. Ask a group leader to keep noting down new ideas and perspectives shared by their group as a part of the activity

First 20 minutes:

- Discussion about activity i.e. What is Group Discussion?
- Highlight the significance of such an activity
- How we will conduct this activity?

Next 10 minutes:

- Give the groups the topics for the group discussion and then let them think about the topic for 10 minutes

Next 30 minutes:

- Have a discussion between the first two-three groups on the given topic. The remaining groups can view the discussion and learn from that.

Next 10 minutes:

- Meanwhile give the other two-three groups the other topic

Next 30 minutes:

- Have a discussion between the remaining two-three groups on the given topic.

Last 20 minutes:

- Discuss the outcomes of the activity and its significance.

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Unit-5: Writing Skills

Activity 11 : Descriptive writing about myself/

Own self



Fig 5A

Instructions cum Material/ Material cum Instructions

First 30 minutes: Importance of activity or why you have to prepare about myself?

A Quick Guide to Introducing Yourself in an Interview

- ❖ Start by researching the company and your interviewers.
- ❖ Dress appropriately for the interview.
- ❖ Avoid distractions and keep eye contact.
- ❖ Be confident and comfortable.
- ❖ Be aware of body language.
- ❖ Prepare what to say.
- ❖ Rehearse your introduction with a friend.



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Sample How to introduce yourself in a job interview?

Keeping eye contact as you introduce yourself is good practice, showing interviewers you're engaged in the conversation and capable of communicating well with your potential future colleagues

- Good morning sir.
- First of all, thank you for giving me this opportunity to introduce myself. My name is _____.
- I'm from _____.
- I have completed my Master's from Atmiya University with an aggregate of ____% and also my graduation from Amiya University with an aggregate of ____%.
- I have completed 5-months Internship at _____.
- Coming to my family there are _____ members including me.
- My father is a _____. My mother is a _____.
- My short-term goal is to joining to a reputed company and improves my skills learning.
- My long-term goal is to achieve my goal.

OR

My long-term goal is to become a successful engineer and my parents should be Proud of me.

- My strengths are I'm a self-motivated person disciplined and hardworking.
- My weakness is my family I'm very attached to them but in the end, my career is also important and also, I trust everyone is also one of my weaknesses.
- My hobby is listening to music.
- That's all about me once again thank you so much for giving me this opportunity, sir.
(Goals, strength, weakness and hobby are different from person to person)

First Next 30 minutes: Students have to prepare about myself.

In final 60 minutes: Students have to introduce his self in class.

Coursera Account making steps

Step 1 : Generate new Gmail account dedicatedly for CAP

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Google

Create your Google Account

to continue to Gmail

First name Last name

Username @gmail.com

You can use letters, numbers & periods

Password Confirm

Use 8 or more characters with a mix of letters, numbers & symbols

Show password

[Sign in instead](#) [Next](#)

One account. All of Google working for you.

Fig 5B

Step 2 : Find coursera from Google

Google

coursera

About 7,01,00,000 results (0.43 seconds)

Ad · <https://www.coursera.org/>

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Coursera Company

Coursera Inc. is a U.S.-based massive open course provider founded in 2012 by Stanford University computer science professors Andrew Ng and Daphne Koller. Coursera works with many other organizations to offer online course certifications, and degrees in a variety of fields. Wikipedia

Stock price: COUR (NYSE) \$14.01 +0.15 Nov, 4:00 pm GMT-5 - Disclaimer.

Total assets: 95.89 crores USD (2021)

Fig 5C

Step 3 : Do sign in with Gmail account made in the earlier step with "join for free" option..

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[Try Coursera for Business](#)

Fig 5D


Step 4 : Sign in page

universities and businesses.

FULL NAME

EMAIL


PASSWORD


 

Between 8 and 72 characters

[Join for Free](#)

or

 [Continue with Google](#)

 [Continue with Facebook](#)

Already on Coursera? [Log in](#)

Fig 5E

Step 5 : Coursera dashboard would look like this after getting signed in

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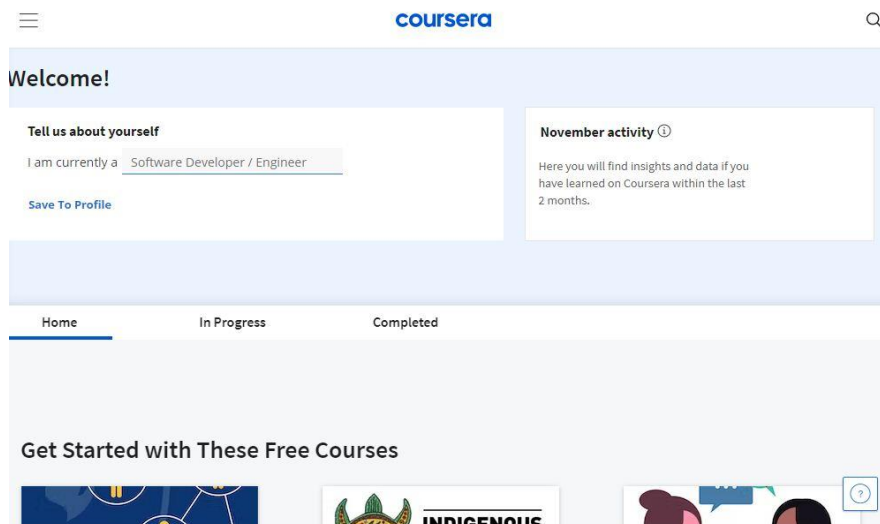


Fig 5F

Step 6 : Change the location and verify the name from account setting, to generate the certificate at the end of course completion.

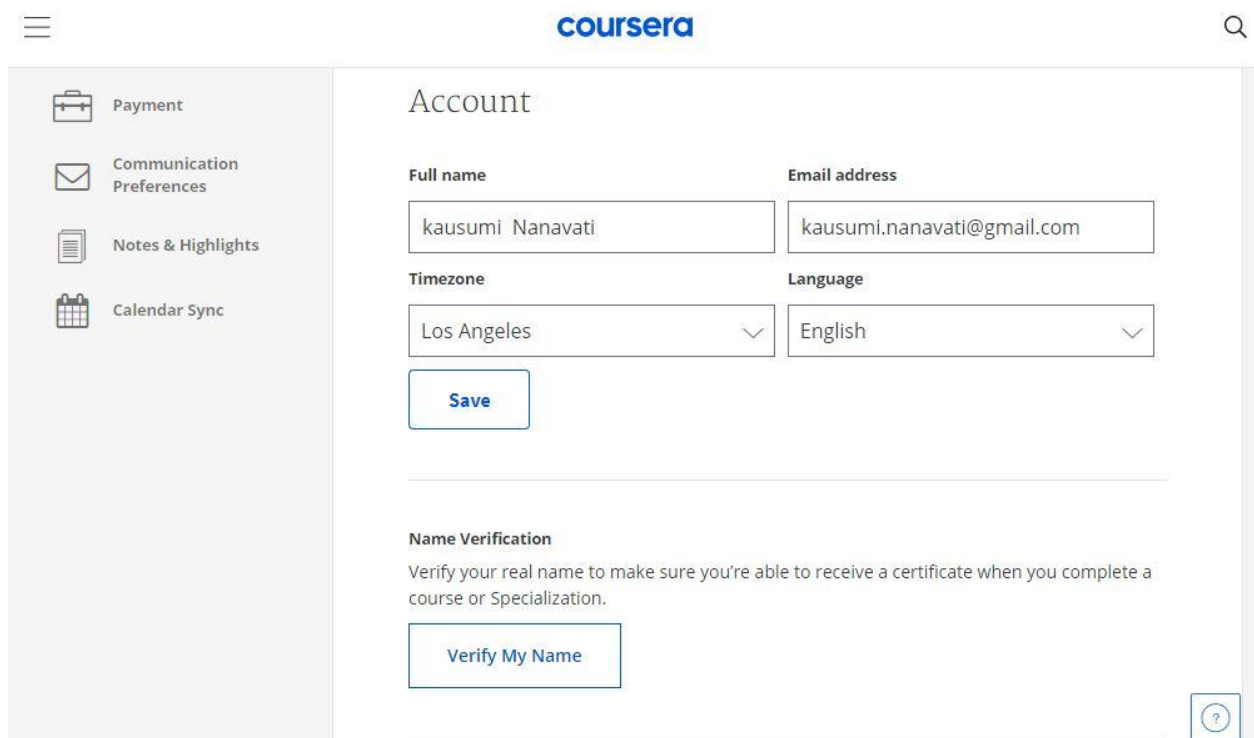


Fig 5G

Step 7 : Search communication skill based courses from the search option

Recommendation : Preparation for job interviews

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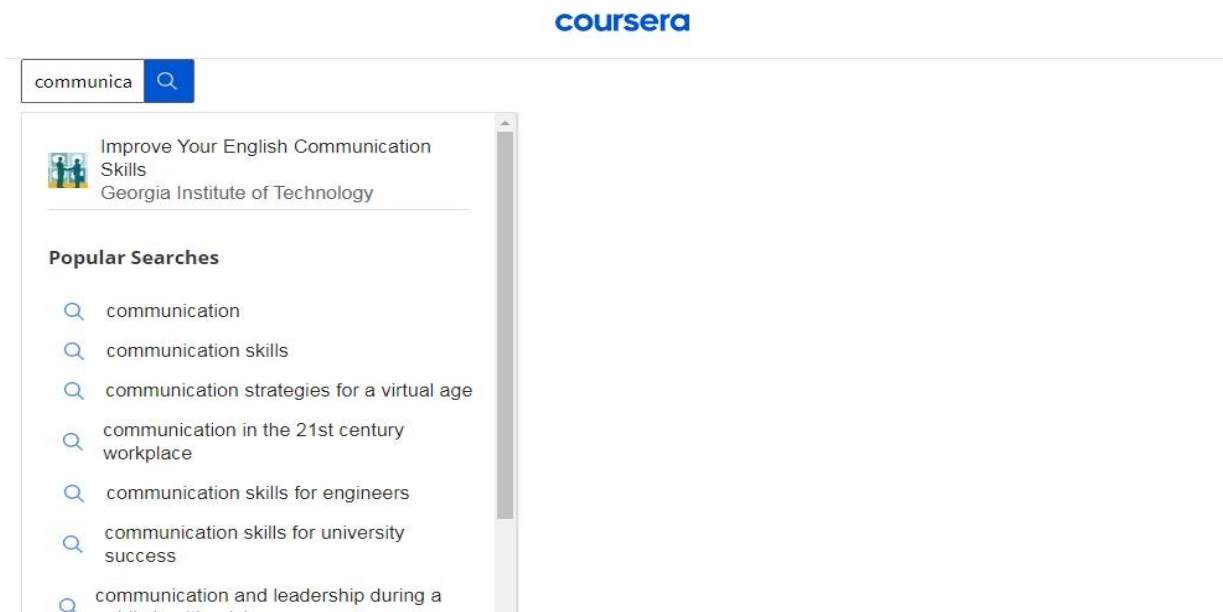


Fig 5H

Step 8 Apply the filter 'Guided projects' in the filter section mentioned in the below screenshot to get the free certified course.

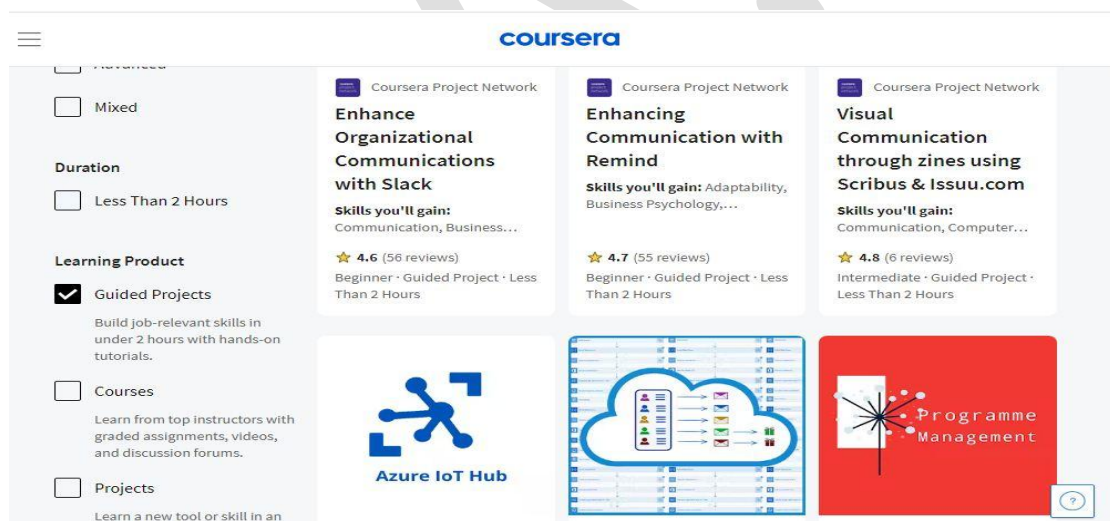


Fig 5I

Step 9 : Opt the course from the "communication" criteria (e.g. Preparation for job interviews)


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Browse > Personal Development > Personal Development

Preparation for Job Interviews

★★★★★ 4.5 390 ratings [Share](#)

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In this **Free Guided Project**, you will:

- ✓ Prepare for 5 Different types of job interviews; Prepare for the most common interview questions; Prepare for best practices BEFORE the job interview
- ✓ Showcase this hands-on experience in an interview

1 hour

Split-screen video

Beginner-friendly

English

No download needed

Desktop only

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Fig 5J

Step 10 : Complete the course after enrolling within given time (1 hour/2 hours as per the selection)

Step 11 : Generation of certificate

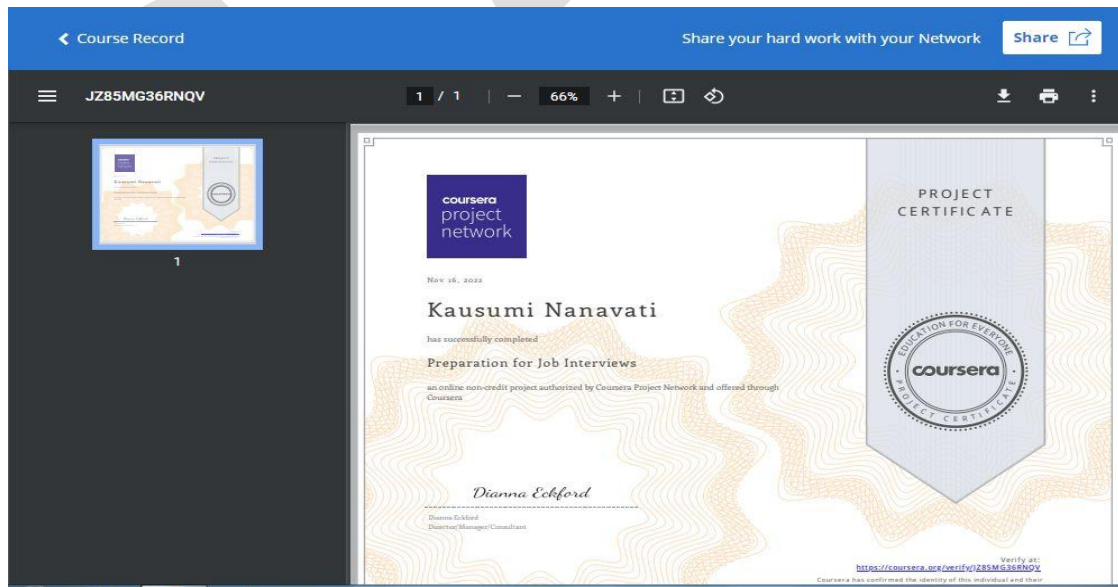


Fig 5K

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Activity 12 : Application Writing

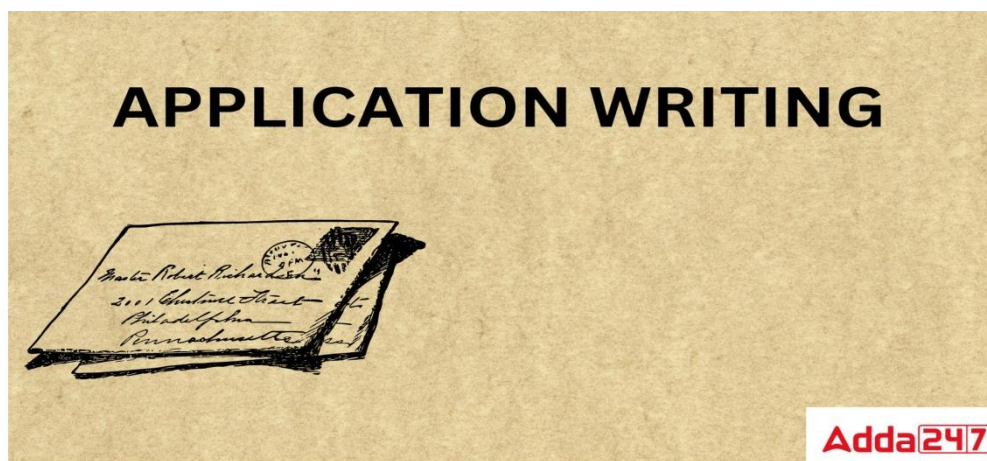


Fig 5L

Instructions cum Material/ Material cum Instructions

First 20 minutes : Explain what Application letter is and How to write application letter in general

- Give whole idea about application letter
- Brief about
 - How to Tailor each letter to the job
 - keywords
 - Explain how you will add value
 - Carefully edit your letter
- Give general sample letter

Next 30 minutes : Give instruction for how to write different types of application letter

- Different types like
 1. How to write job application letter with sample letter
 2. How to write cold contact application letter with sample letter
 3. How to write academic application letter with sample letter
 4. How to write resume letter with sample letter

In final 60 minutes : Give activities to write different application letter to different group.

- Form different groups.
- Assign different subject to different group for application letter.

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Component 2: Traditional Soft Skills

Unit-1: Personal Skills

Activity 1 : Introduction of Soft Skills & Live Quote Making

Instructions cum Material/ Material cum Instructions

First 30 minutes : Brief about the term “Soft Skills”

- Define soft Skills
- PPT 1- Soft skills (Explain)
- Requirements and Application of Soft skills
 - (For reference watch videos of Tutorials Point (India) Ltd)
- If required tell them beneficial story.

For Next 1 Hour 30 Minutes (Activity 1) : After explaining the term , do provide them motivation and guide them to make a motivational quote as Soft skills are hard to adapt without continuous motivation.

- In this activity they have to make their own quote (Topic : Soft skills, Life Experience, SDG (Sustainable Development Goals), NSS,NCC, etc)

Activity Guideline :

- Show them 3-4 quotes, even present your own quote against them.

e.g. 1



Fig 1A

e.g.2



Fig 1B

e.g. 3. Do not run behind growth, run behind satisfaction.

-Niraj Vangani

Meaning : Once you run behind Growth, you will leave primary things and run behind secondary things like impressing boss, impressing your seniors, running behind unnecessary show offs, unwanted highlights and these things won't give you long term success, but if you run behind satisfaction ,you will do your current primary

(present) work sincerely that will give you satisfaction. Satisfaction will ultimately reach to growth in long run and that's the real success.

- ✓ Do remember this is individual's work not a group activity.
- ✓ Ask them to make their own quote based on their life experience, based on their competency, based on their maturity.
- ✓ Ask them once they are done, submit it in paper and if required provide the explanation.
- ✓ Language is not barrier here. They can submit in Gujarati/Hindi or in English. But still ask them to give preference to English.
- ✓ Evaluate all the quotes own your own and give the result.
- ✓ Select best 4-5 quotes, appreciate them and ask them to make poster. Next week we will put their Poster presentation (Individual for whole FOBC/FOS, etc)
- ✓ Ask them to make impactful quote because they are future influencers.

Activity 2 : Ethics and Moral with Corporate/Industrial dealings case study and situational activity (Do's and Don'ts)

Instructions cum Material/ Material cum Instructions

First 30 minutes: Brief about the term Ethics and Moral

1. Moral:

- Of, relating to, or concerned with the principles or rules of right conduct or the distinction between right and wrong; ethical: moral attitudes.
- Expressing or conveying truths or counsel as to right conduct, as a speaker or a literary work.
- Founded on the fundamental principles of right conduct rather than on legalities, enactment, or custom: moral obligations.
- Capable of conforming to the rules of right conduct: a moral being.

2. Ethics:

- A system of moral principles: the ethics of a culture.
- The rules of conduct recognized in respect to a particular class of human actions or a particular group, culture, etc.: medical ethics; Christian ethics.
- Moral principles, as of an individual: His ethics forbade betrayal of a confidence.
- That branch of philosophy dealing with values relating to human conduct, with respect to the rightness and wrongness of certain actions and to the goodness and badness of the motives and ends of such actions.

For Next 1 Hour 30 Minutes (Activity 1) : Show moral and ethic related stories and tell them to write any stories by their own. (Stories are given in the ppt)

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Activity 3 : Corporate and Social Etiquettes



Fig 1C

Overview

Students will learn about business etiquette and create a presentation to demonstrate that knowledge.

Learning Outcomes

At the end of this lesson, students will be able to:

- Identify the elements of business etiquette and understand that proper etiquette depends on the environment

Language Objectives

At the end of this lesson, students will be able to:

- Verbally identify proper business etiquette
- Write about proper business etiquette and provide examples

Key Aspects of Business Etiquette

- What is Business Etiquette?
- Importance of Introduction
- Telephone Etiquette
- office Etiquette
- Dress etiquette

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What is corporate etiquette?

- Etiquettes are the rules and conventions governing correct or polite behavior used in society, in a particular social or professional group setting. Business Etiquette is all about building relationships with people within and outside a business organization. In the business world, it is people that influence your success or failure. Etiquette, and in particular business etiquette, is simply a means of maximizing your business potential.

What is corporate etiquette?

- If you feel comfortable around someone and vice versa, better communication, and mutual trust will develop. This comfort zone is realized through presenting yourself effectively. Business etiquette helps you achieve this.
- Business etiquette revolves around two things. Firstly, thoughtful consideration of the interests and feelings of others and secondly, minimizing misunderstandings. Both are dependent upon self conduct. Business etiquette polishes this conduct.

In Terms of Business

- Understanding overall business Decorum
- Treating others with respect and being courteous
- Being comfortable around people
- Presenting yourself in an acceptable manner

The Importance of Introduction

- In today's business situations people must be able to properly introduce themselves and others without feeling apprehensive.
- Failing to introduce people in a business situation makes you look downright unprofessional.
- Always rise as a mark of respect.
- Look into the eyes and smile
- Give a firm handshake
- Say, " how do u do?"

Rules of Introduction

- Younger people to older people;
 - Junior ranking professionals to senior ranking professionals;
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- Business contacts and staff to clients;
- Say important persons name first and add a few words about that person;
- If you forget someone's name during an introduction, don't panic. Look the person directly in the eye and with a sincere smile, say "I'm sorry, but your name just slipped my mind. Could you remind me?"
- Stay around till both the parties start speaking.

Handshake

- Handshake is a gesture of acceptance and welcome;
- Extend your right hand;
- Web to web, finger to finger;
- Give slight pressure;
- Grasp the other person's hand firmly and completely;
- Look into the eyes and smile;
- Release the hand in three seconds;
- But no matter what, never, ever refuse to accept someone's hand.

Telephone Etiquette

- When you initiate a call identify yourself;
- Tell the basic nature of your call;
- Have someone answer your calls;
- Always return calls; and
- No phone calls during meetings.

Office Etiquette

- Greetings
- Punctuality
- Space
- Time
- Play the Host

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- Posture
- Communication
- Credit and Compliments
- Speak well of your co-workers

Cubical Etiquette

- Cubicle etiquette is a set of unwritten rules that exist in the workplace and help govern how people behave when they work in close quarters.
- Never enter someone's cubicle without permission.
- Announce yourself at their doorway or lightly knock on the wall.
- Post a sign or flag at your cube entrance to signal when you can be interrupted.
- Don't peek in as you walk past each one.

Dressing Etiquette

- Clothing etiquette is defined as '**knowing what is appropriate to wear for particular occasions**'.
- In other words, what you wear is defined by the entertainment. For example: Black is the standard color to a funeral, as opposed to a bright yellow or pink.
- The Professional look
- Simple but Classy
- Grooming

Activity

1. Introduce the lesson by describing the topic and activity. For a quick introduction, describe the idea of etiquette.
2. Write these three column headings on the board: Around Friends, In School, and At Work. Select someone to write students responses on the board and then pose these questions to your class:
 - How do you act when you're around your friends?
 - How are you expected to act in school?
 - How are you expected to act in a business setting?
3. Debrief students' responses as a group. Then ask students why behavior changes from one situation to another.
4. Make the point that etiquette changes from situation to situation, job to job, and country to country.
5. Distribute and review the Professional Etiquette handout.

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6. *Wrap Up*. Point out to students the knowledge they gained and employability skills they practiced in this lesson:
- *Communication Skills*: Practiced by participating in class discussions, creating and giving a class presentation.
 - *Teamwork*: Practiced by working in groups to accomplish a common goal.
 - *Creativity*: Used to create presentation.
 - *Social Skills*: Practiced by participating in class discussions and groups.

Activity 1 Treating people

- Treat everyone with respect—from the cleaning staff to the CEO.
- Kindness and courtesy count!
- Keep conversations professional.
- In conversation, listen more than you speak.
- Learn names. Write them down and keep business cards.
- Focus on the conversation; avoid being distracted.
- Follow your office dress code, perhaps dressing a step above the norm for your office.
- Making positive impressions:
 - Stand straight, make eye contact, turn toward people when they are speaking, and genuinely smile.
 - When meeting someone for the first time, shake hands.
 - Be alert, listen carefully.
- Don't ask people to share their personal lives with you.
 - What you share with others about your personal life is your choice, but be careful. Things can come back to haunt you.

Activity 2 Voice-mail Greeting

- Be professional. Prepare a pleasant, warm, professional greeting with any information the caller may need. If you are unavailable for an extended period of time, include that in your greeting.

Leaving a Message

- Speak **slowly and distinctly**. Think of your caller as writing down your name and phone number and the time it takes to do that. You may want to spell your name.
- Be sure to leave your name, telephone number, and times when you can be reached.
- Give your name and phone number at the **beginning** of the message and at the **end**. Be sure to include your telephone number and times when you can be reached.
- In your wrap up, tell the person you called what you hope they will do (such as, call you back, give you information, etc.).



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Unit-2: Work Place Skills

Activity 4 : Critical thinking & Problem solving activity

First 20 minutes: Brief about the term ‘Importance of balance in Work life and Personal life’

- Define: Work life, Personal life, and importance to maintain balance between them

- Having a well-balanced work-life is not only about coming to and returning from working on time. **In a broader perspective, it's about prioritizing things as per their importance.**
- Prioritizing things helps one save both their time and energy. Thus, allowing them to set a perfect balance between their work and personal life.
- Talking about its impact, work-life balance is imperative for employees, but it also affects the organization. Employees who can put equal importance on their well-being are undoubtedly happier and more satisfied. And this does reflect in their performance and behavior at work.
- Further, the employees who enjoy a great work-life balance are also the potential advocates of their respective organizations. And this sets a pretty good reason for enterprises to rephrase their company culture to promote work-life balance.

Some Tips:

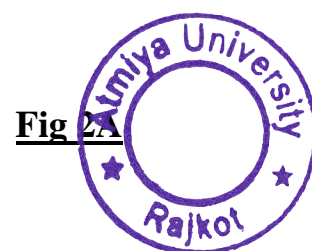
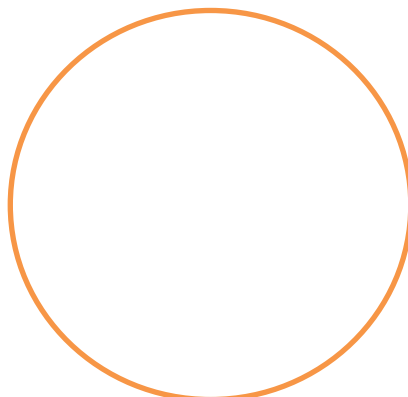
- Proper Planning
- Flexible Work Schedule
- Time Management

For next one and half hour follow the steps:

Step 1: How do you want to spend your time?

- Individual activity
- In the space below, draw a pie chart showing the percent of time you spend on yourself, your job, and your relationships during your waking hours every week.


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Are you happy with the arrangement you drew above? If you could change anything, what would it be? Draw your ideal time breakdown in the pie chart below.



Fig 2B

Step 2: Reflect on your different time breakdowns

- Individual activity
- Ask students to note down answers of the following questions:

What about your current time breakdown works for you? What doesn't work?



Fig 2C

How is your ideal breakdown different from your current one? Why is it better?



Fig 2D


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What are some things you can do to help achieve this ideal breakdown?

Fig 2E

How would giving up on perfection help? In what area of your life would it have the most impact?

Fig 2F

Is there anything you can ask for at home or at work that will help? If so, how will you do this?

Fig 2G

Step 3: Share your work/life balance strategy

- Individual activity
- 5 minutes per student,
 - Your current and ideal time breakdowns
 - How you plan to get closer to your ideal time breakdown, including where you can give up on perfection and whom you can ask for help
 - Share your reflections.



Work Place Skills and Professional Skills

Activity 5,6,7 : Relationship Buildup, Leadership & Teamwork, Peer Learning

First 30 minutes : Brief about the whole activity

- Select one specific Product/ Service/ Criteria / Information based on uniform category for whole batch.
- Make groups (e.g. roll no 1,11,21,31,41....81 in group 1)
- For example if you have 10 groups, make 9 functional groups, who will work on decided product company 1, other will work on same product with different company (company 2), so and so on.
- Make 1 leadership/commanding group who will take care of whole task and smooth conduction throughout the 3 weeks.
- Ask the functional groups to prepare 4 page report with 1 cover page given by us and 4 other pages based on their company product data.
- In 5 pages following things are required.

1. History & Establishment

1. Background / Company Profile

3. Products/ Services

4. Logo, Photographs

5. Other details as per your wisdom to make report worthy

Functional Report Requirements :

Main title : Font size- 16

Sub title : Font size- 14

Description/ Points : Font size- 12

Font type : Times New Roman/Calibri

- Ask the leadership group to maintain discipline and take data as per requirement. They will make compilation report finally.

Week 5- Topic Exploration, Setup goals, Data findings --->Relationship Build up

Week 6- Collection, Compilation, Typing, Report work in classroom---> Teamwork

Week 7 - Presentation from Printed report/ briefing and Final compiled report of Leadership group---> Peer learning & Exploration.

Enclosures

1. Sample examples
2. Cover page of Report
3. Functional Report format
4. Leadership group data report format

Unit 3: Professional Skills

Activity 6 : Conflict Resolution and Networking

"Create better work climates and more fulfilling relationships "

Conflict:

- ▶ Normal and healthy part of relationships
- ▶ When mismanaged, can harm relationships
- ▶ When handled in a respectful and positive way, provides opportunity for growth

The Fundamentals of conflict resolution:

- ▶ Conflict arises from differences.
- ▶ Values, motivations, perceptions, ideas, or desires
- ▶ Sometimes these differences may seem trivial to you, but when a conflict triggers strong feelings, a deep personal and relational need is at the core of the problem
- ▶ a need to feel safe and secure
- ▶ a need to feel respected and valued
- ▶ a need for greater closeness and intimacy.
- ▶ Recognize the legitimacy of conflicting needs
- ▶ Be willing to examine them in an environment of compassionate understanding
- ▶ This will open pathways to creative problem solving, team building, improved relationships, and trust
- ▶ Successful conflict resolution depends on your ability to:

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Manage stress while remaining alert and calm.



- ✓ Control your emotions and behavior.
- ✓ Pay attention to the feelings being expressed.
- ✓ Be aware of and respectful of differences

Conflict Resolution Tool Kit:

Win-Win Approach:

- ▶ Cooperation
- ▶ I want to win and I want you to win, too.
- ▶ Discuss underlying needs
 - Orange example
 - Ask probing questions to find out needs
- ▶ Recognize individual differences
- ▶ Be open to adapting your position in light of shared information and attitudes
- ▶ Attack the problem, not the people

Creative Response:

- ▶ Turn problems in to possibilities
- ▶ Attitude colors thoughts
- ▶ Perfection (winners and losers)
- ▶ Discovery (winners and learners)

Empathy:

- ▶ Information
 - Getting a clear picture
- ▶ Affirmation
 - Affirming, acknowledging, exploring the problem
- ▶ Inflammation
 - Responding to a complaint or attack on you

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First 30minutes : Brief about the Term ‘Conflict’ and ‘Conflict Resolution’

- Define What is Conflict?
- How does having a conflict affect a Workplace?
- Explain how Conflict Resolution in the Workplace can create better work climates and more fulfilling relationships. Use the PPT on Conflict Resolution

For Next 40 minutes (Activity 8):After explaining the term 'Conflict Resolution', lets now give the students a practical experience of resolving Conflicts.

Activity Guidelines:

1. Make groups of 3-4 students
2. Give them the following situations where different conflicts arise at their workplaces:
 - One Employee Has Been Accused of Harassing or Discriminating Another
 - Poor Communication Resulted in a Mistake, leading to the client being unhappy/dissatisfied
 - Different Personalities or Work Styles of some Employees working in a Team Are Clashing
 - There’s Tension Between Two Departments at the Workplace
3. The students have to work as a team and try to resolve these conflicts by giving their best solutions, which will give them a practical experience of resolving conflicts.

Effective Networking Tips & Techniques:

What is the Definition of Networking?

- Networking is the process of building mutually beneficial relationships which support both your personal and professional goals.
- It is a continuous and systematic approach of reaching out to others, developing a broad list of contacts, and using them to your advantage when you need assistance.

Why is Networking Beneficial?

- **Approximately 80% of all new jobs / new clients are found via networking.**
 - If you are seeking employment or new business; you should be spending 80% of your time networking.
 - Cited as the best way to find a new job / new client

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- Introduce yourself to people in your industry
- Get insider information about people, current events, & companies
- Practice talking and interacting on a professional level with people in your industry


What is the Real Goal of Networking?

- **Focus on three main objectives when networking:**
 1. Developing genuine relationships with another person / group
 2. Creating a situation where the other party must say,
 - “I owe you a favor.”
- 1. Asking for what you want or need in return to achieve your personal and /or professional goals.

Who is in a Network?

- Family, Friends, & Colleagues
- Current and Former Employers & Coworkers
- Industry-specific Club & Association Members
- Area Chambers of Commerce & Service Club Members
- Community Service Agents
- Faculty Instructors & Career Services Department Staff
- Classmates and Alumni of your College/ School
- Internship Contacts
- Religious Organization Co-Members
- Volunteer / Charity Contacts
- **ANYONE YOU MEET**

What are the best methods to connect?

- Attending an event
-  In person meeting
- Internet—Affinity and Social Networking Sites

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- Cold-call / office visit
- Phone call
- E-mail correspondence
- Registered mail letter
- Informational interviews
- Be open to networking opportunities that can happen anywhere at anytime

Why Does Image Really Matter?

- **First impressions are formed within 10 seconds or less.**
 - You never have a second chance to make a first impression.
- **If you wish to be viewed as a professional—You must have a professional image.**
 - Professional image is formed by a combination of non-verbal and verbal communication.

Image & Nonverbal Communication

Studies show that nonverbal cues, like personal image and social etiquette, constitute 65%-- 80% of conveyed messages.

- **Nonverbal Cues:**
 - Attire, Grooming, & Appearance
 - Speech & Tone of Voice
 - Gestures & Postures
 - Facial Expressions & Eye Movements
 - Social Skills & Etiquette
 - Attitudes, Behaviors, & Passions
 - Self-esteem / Level of Self-confidence
- **The 12 x 12 x 12 Rule**
- **How do you look 12 feet away?**
- **How do you look 12 inches away?**
- **What are the first 12 words you will say?**

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- Appropriate personal image, grooming, and attire



- Confident yet approachable body language
- Strong eye contact, handshake, smile, & good posture
- Use proper manners and social etiquette
- Prepared and rehearsed “Elevator Speech”

The “Elevator Speech”

- A summary statement that describes how you or your company’s unique set of knowledge, skills, abilities, & experiences would benefit a potential employer or client.
 - Use to introduce yourself / your company and to build a solid foundation for networking with potential employers and clients.
 - Develop, write, and rehearse, the introduction so that it sounds natural.
 - The speech should be concise and last about 30 seconds to one minute.
 - Stay relevant and keep it appropriate for the venue, situation, and audience.
- **The introduction should include a combination of the following four elements:**
 - *Explain who you are.*
 - *Explain what you do.*
 - *Explain why and how your offer is special.*
 - *Explain which specific type of referral for you are looking.*
 - State the name of the company that your work for and your area of specialty or expertise.
 - State the name of the school you attend and your major and minor courses of study.
 - Describe the relevant differentiating features and strengths that you possess.
 - Describe in terms of features how you would benefit an employer or client.
 - Describe the benefits of the products / services that your company offers or sells.
- Ask for what you want or need.

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Nurture Your Network:

- **Networks die if they are not nurtured.**
 - Follow-up within 24 hours and up to 6 days of the original meeting.
 - Demonstrate that you care in a thoughtful, sincere, and professional way.
 - Maintain friendships and keep professional contacts current.
 - Reach out to and touch your contacts every three months—4 times / year minimum.
- **Communicate regularly with contacts:**
 - Have regular meetings & meals with contacts
 - Stay connected with contacts on social networking sites like www.Linkedin.com or www.facebook.com
- **Conduct small courtesies:**
 - Email, send, or deliver thank you, birthday, anniversary, and holiday greetings to your contacts
 - Email, send, or deliver an article of common interest / job posting / event info., etc. to your contacts

The “Golden Rules” of Successful Networking

- Choose carefully when deciding which networking events and organizations to join.
 - Use your time wisely & make the most of it.
- Once you join a group, club, or organization:
 - Attend consistently.
 - Participate actively.
 - Be visible.
- Be prepared.
 - Learn as much as you can about the group, organization, members, speaker, etc.

☞ Know who you need to meet and what info you want to convey in that meeting.

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- Dress appropriately.
 - Dress for success.
 - Always best to be over-dressed than under-dressed.
 - Choose conservative clothing styles rather than trendy styles.
- Be genuine, authentic, and sincere.
 - Do not be a fake or a ‘user’.
 - Give more than you take.
- Introduce yourself, shake hands, and exchange contact information.
 - Do not wait until the end of the conversation to exchange business cards...you may forget.
- Always be kind, polite, and interact well with others.
 - Practice your soft skills and improve your emotional quotient.
 - Mirror others behaviors, mannerisms, and style of speech.
 - Make polite introductions.
 - Find common ground.
 - Share valuable information.
- Listen more than you speak.
 - Often we are more concerned about what we are going to say and do not listen to what is being said by others. Listening allows you to discover commonalities and to connect the dots.
 - Ask open ended questions to gather as much information as possible.
 - Take good notes.
- Keep moving.
 - Do not monopolize the time of others.
 - Speak with each contact for about five minutes and then excuse yourself politely.
 - Have an exit strategy planned.



- Doing so is like taking your foot off the gas pedal of a car. Your networking will slow down.
- Targeted networking is the lifeblood of an accelerated job search or business development strategy.
- Always follow through.
 - Do what you say you are going to do. This will demonstrate that you are reliable and credible.
- Send a follow-up thank you note or email within one week.
 - Include information that you discussed with the contact to personalize your correspondence.
- Nurture your network.
 - *Reach out to each contact a minimum of four times per year to stay connected.*
- Ask what you can do for them. Do it.
 - Offer your assistance to your contacts regularly.
 - Create a situation where you have a lot of outstanding “I.O.U.’s”.

Ten Tips for Effective Networking

1. ***Be prepared to network at anytime, anyplace, and with everyone.*** You never know who you might meet or where you might meet them. Be open.
2. ***Focus on quality not quantity.*** It is better to have 3 to 5 new quality contacts from each event that you attend rather than 20 brief introductions.
3. ***Talk to everyone.*** Greet contacts on the way in to the event, at the sign-in table, at the buffet, at the bar, in the restrooms, and on the way out to your car. *Do not be shy or introverted.*
4. ***Politely greet those contacts that you already know. Ask them to introduce you to someone that you do not know. Keep moving.***
5. ***Stay organized.*** Keep your business cards in your left jacket or pant pocket and place the business cards of new contacts into your right pocket. This way you will not mix them up.
6. ***Keep your right hand free and available to shake hands with new contacts that you meet.***

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7. **Write something personal on your business card.** People are more likely to remember you and less likely to toss the card when you include a personal, hand-written note or phone number.
8. **Keep track of your contacts.** Use a spreadsheet or electronic address book to maintain a list of contacts. Keep it updated.
9. **Follow-up.** Stay in touch with your contacts regularly—not just when you need help. Call, write, email, send birthday and holiday greetings, and invite contacts to events.
10. **Be patient.** Networking is a slow, continuous process which takes time to develop, nurture, and grow. It takes patience, effort, and persistence to be successful.

Recommended Reading Resource:

Give Yourself Permission to Network

A must read: "Never Eat Alone and Other Secrets to Success, One Relationship at a Time"

---- By Keith Ferrazzi

Recommended Online Resources:

www.linkedin.com

www.JobFox.com

www.visualcv.com

www.campus2careers.com

www.jobster.com

Recommended Local Resources:

- ATC – www.austintechcouncil.org
- AYC – www.austiny.org
- Door64 – www.door64.com
- NIA – www.networkinaustin.com
- Tech Happy Hour – www.austintechhh.com
- Tech Ranch – www.techranchaustin.com
- GottaMentor-- www.GottaMentor.com
- BASHH – www.thebashh.com
- BridgeATX – www.bridgeatx.com

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- Rotary Cosmopolitan Club—Austin-- <http://www.austincrc.org/>
- Rotary Club International—Austin– <http://rotary-austin.org/>

Effective Networking Tips & Techniques

**NETWORK YOUR WAY TO SUCCESS!
GOOD LUCK!**

Please contact me if you have additional questions.

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Sources of Information:

- Nathan Green, Co-Founder & President of Campus2Careers.com ;PPT Presentations Prepared for ITT Technical Institute TB332 Class, “Networking 101” May, 2011, & “Leveraging Your Professional Resources” May 2010.
- Danna Lamb McCartney, Information Director LRC at ITT Technical Institute of Austin;
PPT Presentation, “*Networking by Danna*” Prepared for ITT Technical Institute TB332 Class, September, 2011.

Next 30 minutes: Brief about the Term ‘Networking’

- Define What is Networking?
- How does building a Professional Network help you at a Workplace?
- Explain how having a Widespread Professional Network in the Workplace can create better work climates and more fulfilling relationships. **Use the PPT on Networking.**

Next 20 minutes: Show the following Online Videos Related to the Importance of Building Professional Networks-

- <https://www.youtube.com/watch?v=OVf5c7NthSw>
- <https://www.youtube.com/watch?v=qxv3NGsDEGw>
- <https://www.youtube.com/watch?v=-iuyu4UhTuE>

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Unit 4 : Leadership Skills

Activity 7 : Planning & Execution on given topic

Introduction to the activity:

Planning is fundamental part of any task or activity which is to be performed. The primary step in management is planning. Without planning, no activity or task can get successful results. Planning and execution on a given topic or task is known as Action plan. The action plan can be on any activity, project, research, etc.

Activity 01: Theory (Indoor Activity)

Introduction:

- The student will be introduced about the topic and concept of project management and action plan. (20 Minutes)
- The action plan will be called as business plan and various business plans from YouTube can be discussed in the class. Link of action plan video: (10 Minutes)
<https://www.youtube.com/watch?v=UxCMxHyCn4>
- Explanation through material with special reference to Business Plan of Opening a Coffee Shop. (60 Minutes)

Activity 02: Research and Business Plan (Outdoor Activity)

Introduction:

- The students will be divided into different groups and each group contains maximum 03 members.
- All the students will have to create an action plan on any one of the 03 areas of Atmiya University which are as under:
 1. Student's store
 2. Boys Canteen/ Girls Canteen
 3. Mess
- The students have to prepare at least 10 to 20 questions related to the above mentioned areas where a research of at least 50 people have to be considered on the areas related to feedback and improvement.
- The feedback has to be divided into ratio of 25 students and 25 faculties.
- The report with feedback data (all data in hard copy) has to be submitted by the student within 03 days after the topic has been completed in the class to the concern faculty of CAP.

Enclosures:

1. Business plan- Coffee Shop
2. Theory Material of project management



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Activity 8 : Negotiation skill -Case study & Situational Activity (Interview Techniques)

Instructions cum Material/ Material cum Instructions

First 30minutes :Brief about Interview Techniques

- How to give personal background
- How to answer questions

First Next 30 minutes: Preparation for the Case Study

- Listen to the interviewer and ask questions
- Structure the problem and form a framework
- Think before speaking
- Focus on high-impact issues
- Generate a hypothesis and explore options creatively
- Demonstrate business judgment
- Make quick and accurate calculations
- Synthesize your thoughts and draw conclusions from your analysis
- Don't rush into the analysis without developing an understanding of the problem
- Don't panic if the answer is not apparent
- Don't defend your solution at all costs
- Don't internalize your thought process

For Next 1 Hour :Students will be given some cases to be solved

Sample cases to be solved:

- What would be your approach for introducing a product into a foreign market? What are the risks and benefits to consider i.e. producing in your own country vs. producing in the new country, etc?
- Company ABC is struggling, should it be restructured? Identify the three main problems it's facing. What is the most important problem the company is facing? How would you recommend the company address this problem? How would you turn this company around? Provide your reasoning for your recommendation(s).
- A toy company has been experiencing decline sales for the last two seasons. Research suggests that introducing several new product lines is the solution. Develop a marketing strategy for the company's largest product line, including pricing, product packing, etc.
- A large chain of retail clothing stores is struggling with profitability. Based on your review of the company's financial statements, what problems can you identify? Can this company be turned around? How would you go about deciding?
- A new Eddie Bauer Store is being opened up in London. Discuss all the marketing issues regarding the opening of this new location.

Component 3: Revolutionary Skills

Unit-1: Critical Thinking, Creation and Innovation

Activity A : 21st Century Skills Introduction and Cross-Questioning

Instructions Material

First 55 minutes: Brief about all the activities of Semester 3.

Sr no	Activity Name
1	21st Century Skills introduction
2	Project Guided assignment, Google form making
3	Dumb charades, Logo Identification
4	Integrate 3-4 departments for common purpose and collect the inputs, Outcomes
5	Hands-on projects: How to sell the product to client?
6	Designing a Blog, Website
7	
8	Hands-on Project : YouTube video making on informative topic (Peer learning)
9	Shuffle & Surprise-Surprise
10	Flipped Classroom
11	Student Accountability Project : Quiz competition
12	Mock online/offline interview (HR & Technical level)

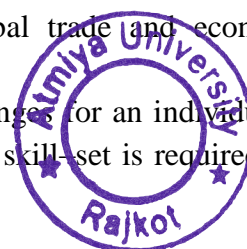
Next 55 Minutes: Brief about 21st Century Soft Skills

- Refer book: 21st Century Skills Handbook
- Refer Video 1: <https://www.youtube.com/watch?v=D4FWLrqDRX0>
- Refer Video 2: <https://www.youtube.com/watch?v=tZiG2Iv7pMo>

Brief about 21st Century Soft Skills:

- With the onset of the 21st century, the entire world has witnessed an era of intense transformation in all areas, whether it is education, global trade and economy, technology or society.
- Recently, the covid-19 pandemic is also throwing up challenges for an individual to cope with its impacts. Naturally, for such times, a different skill-set is required that

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would enable an individual to cope-up and succeed in facing the challenges in real-life, leading to his holistic progress. These skills are addressed as 21st Century Skills/ Learning Skills/ Transversal Competencies etc.

- Thus, the 21st Century Skills is the skills that are required by an individual for his/ her holistic development so that he/she can contribute to the progress and development of his society/ nation and world.

❖ Meaning of 21st Century Skills

In simple terms, 21st Century Skills refer to the skills that are required to enable an individual to face the challenges of the 21st century world that is globally-active, digitally transforming, collaboratively moving forward, creatively progressing, seeking competent human-resource and quick in adopting changes.

❖ Classification of 21st Century Skills

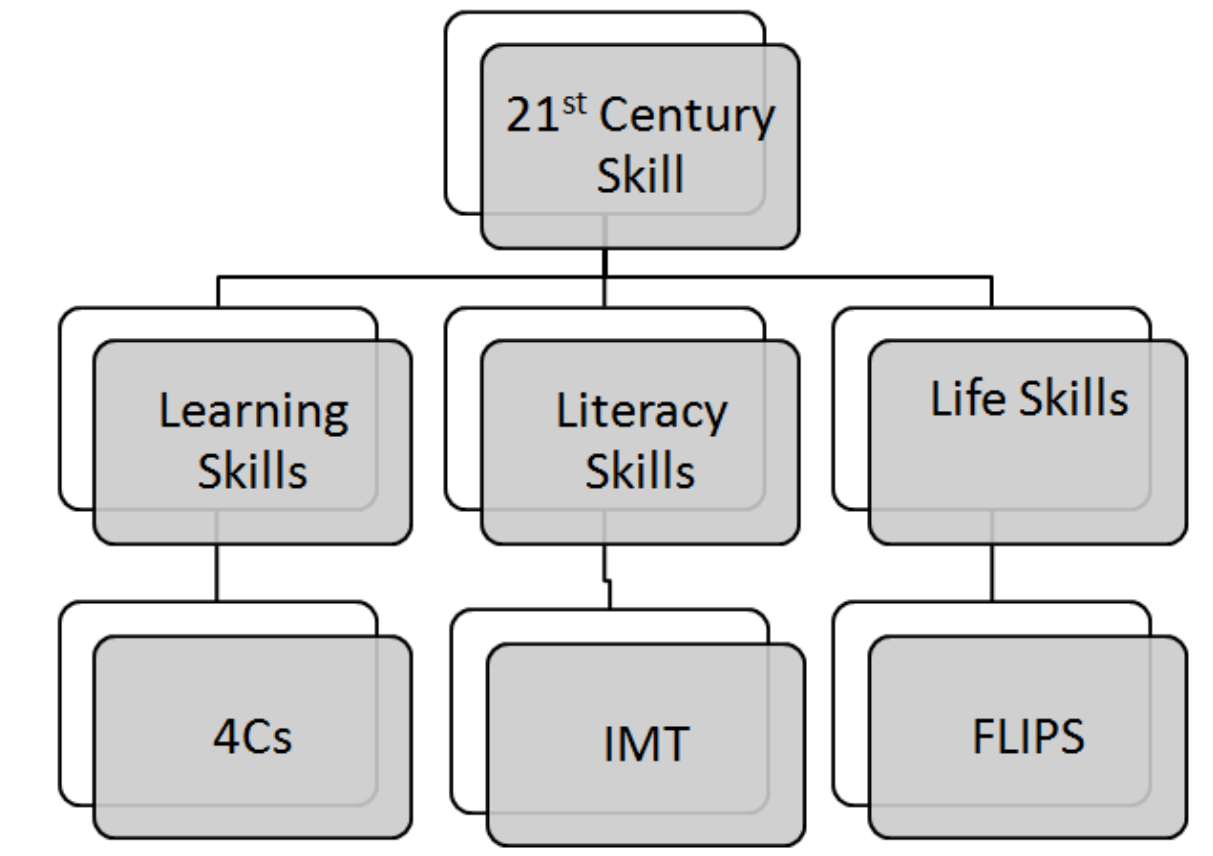


Fig 1A


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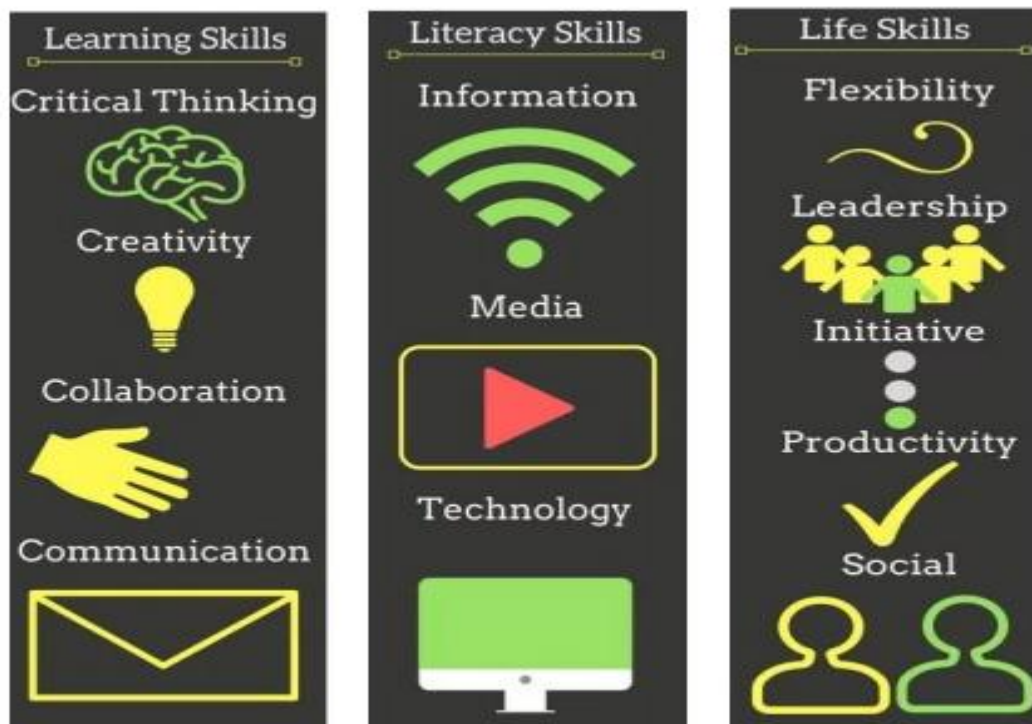


Fig 1B

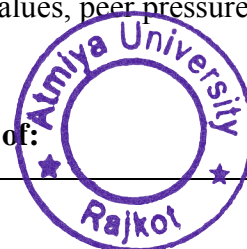
4Cs: Critical Thinking, Creativity & Innovation, Collaboration, Communication

IMT: Information Literacy, Media Literacy, Technology Literacy

FLIPS: Flexibility and Adaptability, Leadership and Responsibility, Initiative and Self-Direction, Social and Cross-Cultural Interaction

S.NO.	SKILL	DEFINITION
1	Critical Thinking and Problem Solving	<p>Critical Thinking is the capability of objective analysis of information and includes the following qualities:</p> <ul style="list-style-type: none"> • fairness and open-mindedness; • activeness and being informed; • willingness to question or to entertain doubts; • being independent. • recognizing and assessing values, peer pressure and the media influences <p>Problem Solving is the skill of:</p>

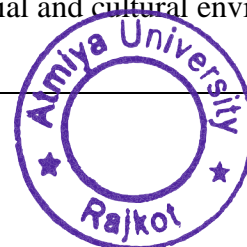

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		<ul style="list-style-type: none"> • identifying the relevant piece of information when faced with a mass of data (most of which is irrelevant), • discarding information that may not be useful to give new information, and finally, • relating one set of information to another in a different form by using experience, relating new Problems to ones we have previously solved.
2	Creativity And Innovation	<p>These are the skills to explore and create fresh ways of thinking. Creativity refers to new way of seeing or doing things and includes four components:</p> <ul style="list-style-type: none"> • fluency (generating new ideas), • flexibility (shifting perspective easily), • originality (conceiving of something new), and • Elaboration (building on others' ideas). <p>Innovative Skills mean skills for thinking creatively to develop something new/ unique / improved / distinctive</p>
3	Collaboration	<p>Collaboration is the ability to effectively work together With others. This skill involves working together while taking actions respecting others' needs and perspectives and contributing to and accepting the finale. Collaboration helps to develop interest and fun in the teaching learning process. It effectively broadens the cultural, social, and environmental boundaries and helps a child to understand social and environmental concerns better.</p>
4	Communication	<p>Communication refers to the ability to express one's opinions, desires, needs, apprehensions etc. one self appropriately, verbally and non-verbally.</p>
5	Information Literacy, Media Literacy, Technology Literacy	<p>These skills involve the ability to access information (traditional or digital), media and technology, to understand and critically evaluate different aspects of content and information and create and communicate effectively.</p>

6	Flexibility And Adaptability	<p>Flexibility and Adaptability refer to a person's ability to change his actions and steps taken by him according to a new situation, and efficiently facing an unprecedented situation, without compromising on ethics and values.</p> <p>Adaptability can be defined as creating modifications or changes in oneself to suit the new environment. For students, these can be understood as the skills required being flexible and adaptive to the situations around them and finding the best possible solution to go forward despite adverse conditions.</p>
7	Leadership And Responsibility	<p>Leadership is the ability to lead a team and be capable of effective team management in relation to real world challenges. These skills teach a child how to support the development of key personal qualities such as perseverance, being committed and responsible, resilience and self-confidence and how to foster a commitment to life-long learning.</p> <p>Being Responsible means being a good and effective/sensitive citizen. Be aware of the important social and national issues that may have an impact on our daily lives both as a human-being and as a student, be aware of the important social and national issues that may have an impact on lives in future both as a human -being and as a student, be aware of our fundamental duties and rights and embed the core democratic values of India and strive to live by them.</p>
8	Initiative And Self-Direction	<p>Initiation skill involves the ability to begin a task independently. It helps the child to build his/her own path of development.</p> <p>Self-direction is a skill to work with integrity on self motivation and taking initiatives.</p>
9	Productivity And Accountability	<p>Productivity in the student can be understood as fulfilment of any task within a given time period. Accountability can be understood as feeling responsible for any task done. Developing these skills in a student helps him/her to work effectively and also make him/ her reliable for other peers by being accountable for his/her actions.</p>
10	Social And Cross-Cultural Interaction	<p>These are the skills to communicate, work collaboratively and effectively in diverse social and cultural environments</p>

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Activity B : Hands-on-Project

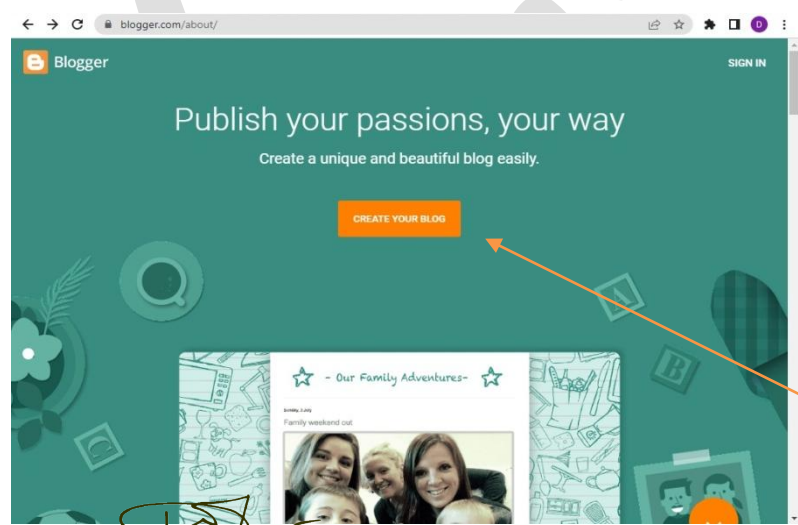
Content:

- Steps to do activity
- Steps to open blog account
- Steps to open you tube channel
- 10 Effective techniques to sell product

Steps for activity:

- Build a team based on their area of interest
- Give the product related to their field
- Provide a time to brainstorm to find the common product among the group
- Create a blog on it
- Make a advertisement
- Make you tube channel and upload advertisement on it.
- Ask them to find out the various technique to sell that product
- Ask

Step by step Information to open account in blogger.com:



Step: 1

- Open www.blogger.com
- Click on Create our blog

Fig 1C

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Step: 2 Click on account you want use to write a blog

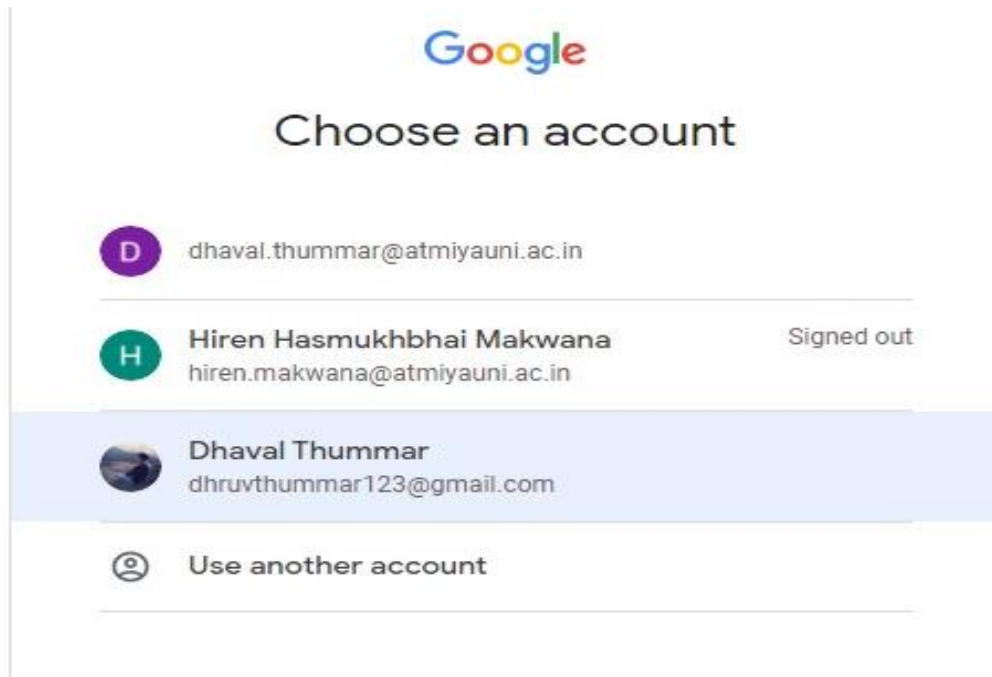


Fig 1D

Step: 3 Choose a name for your blog



Fig 1E



Step: 4 Choose a URL for your blog

Choose a URL for your blog

This web address is how people will find your blog online.

Address

dhavalthummar123 .blogspot.com

This blog address is available.

PREV CANCEL NEXT

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Fig 1F

Step: 5 Confirm your display name

Confirm your display name

How do you want your name displayed to readers of your blog?

Display name

Page of Ideas 13 / 200

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Fig 1G



Step: 6 Click on New post to create a Post

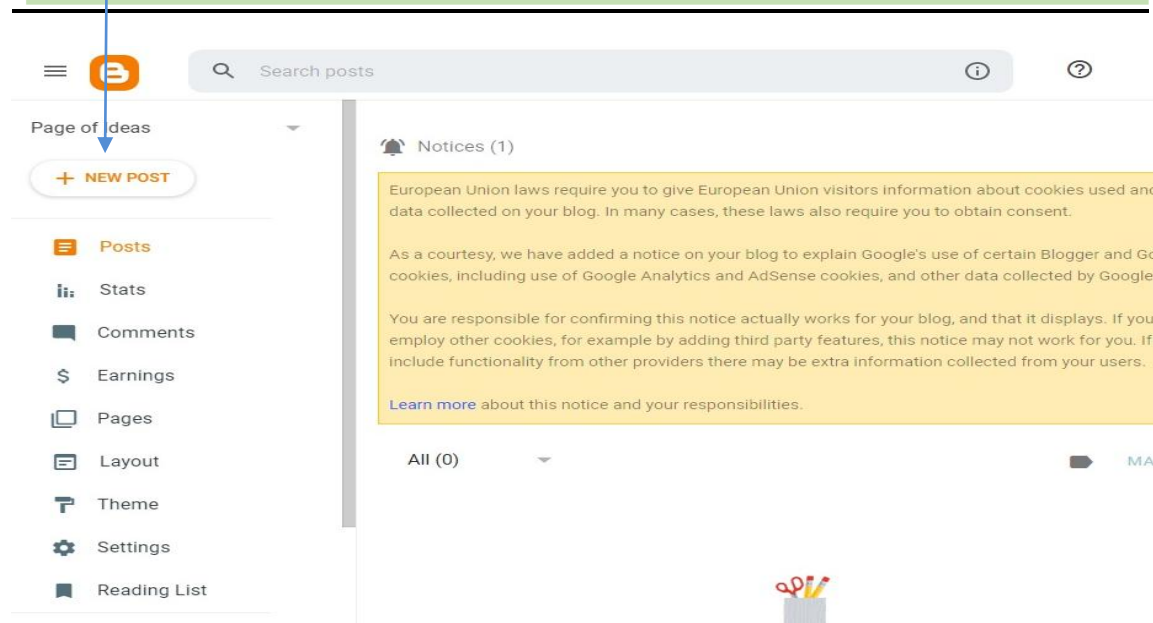


Fig 1H

Step: 7 Write/ add your blog

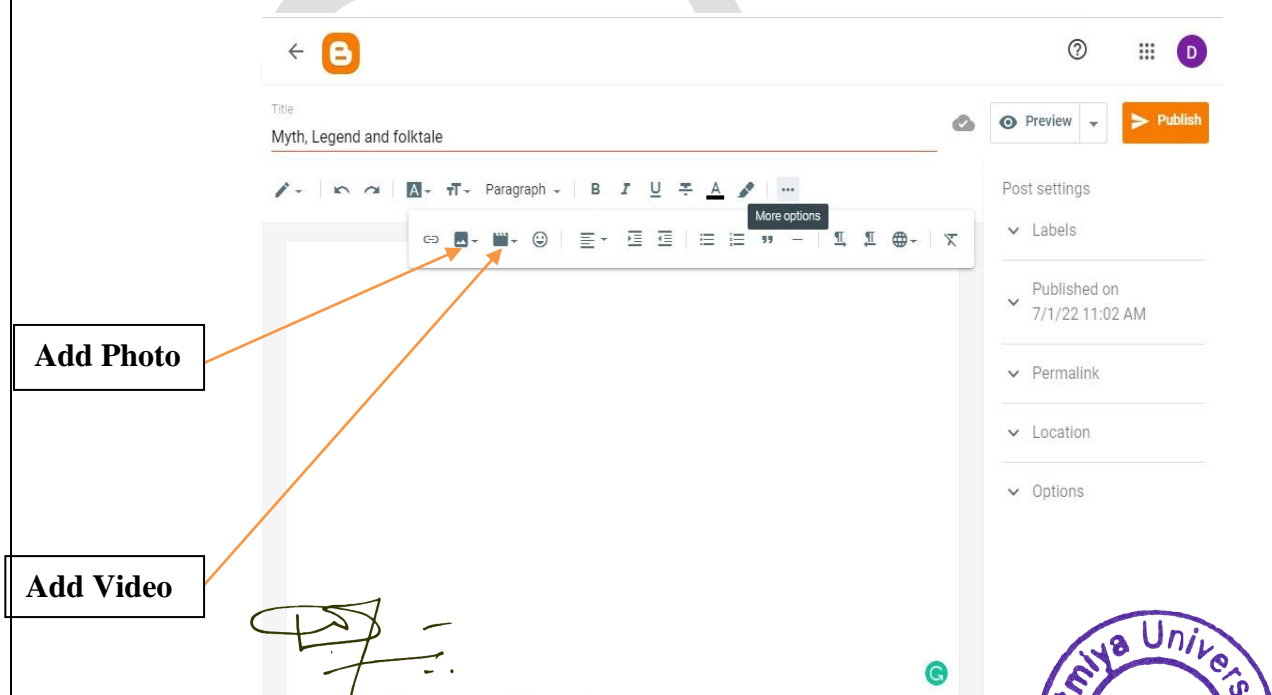


Fig 1I

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Step: 8 After writing the blog click on publish to publish your blog

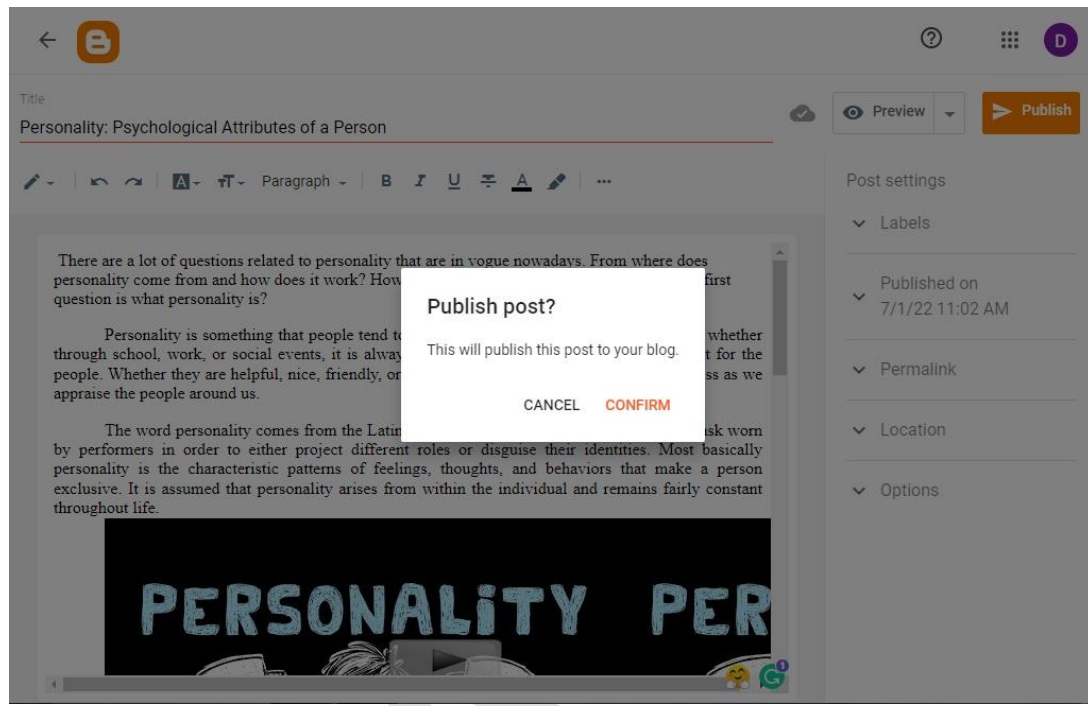
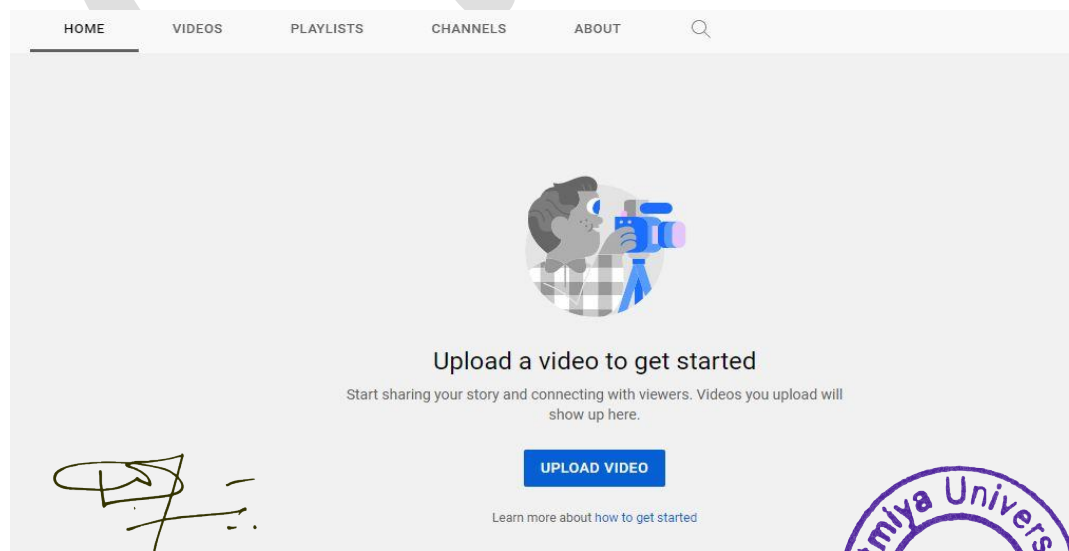


Fig 1J

Steps to Open account in YouTube :

Step: 1

Login in Gmail and then open you tube, Go to Home page



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Fig 1K



Step: 2

Click on upload and select a file to upload

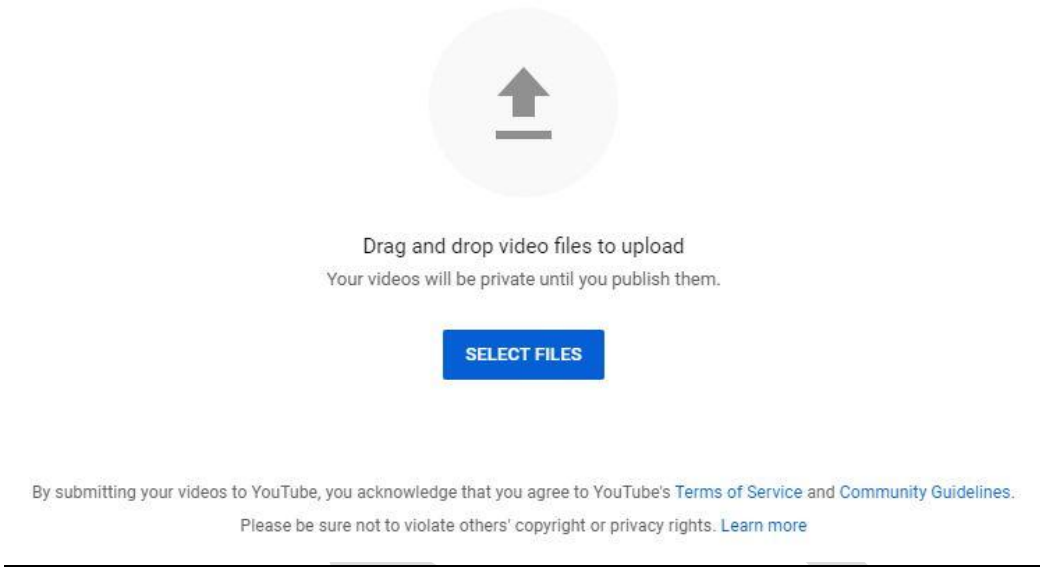


Fig 1L

Step: 3

Click on you tube studio to find different options based on user features

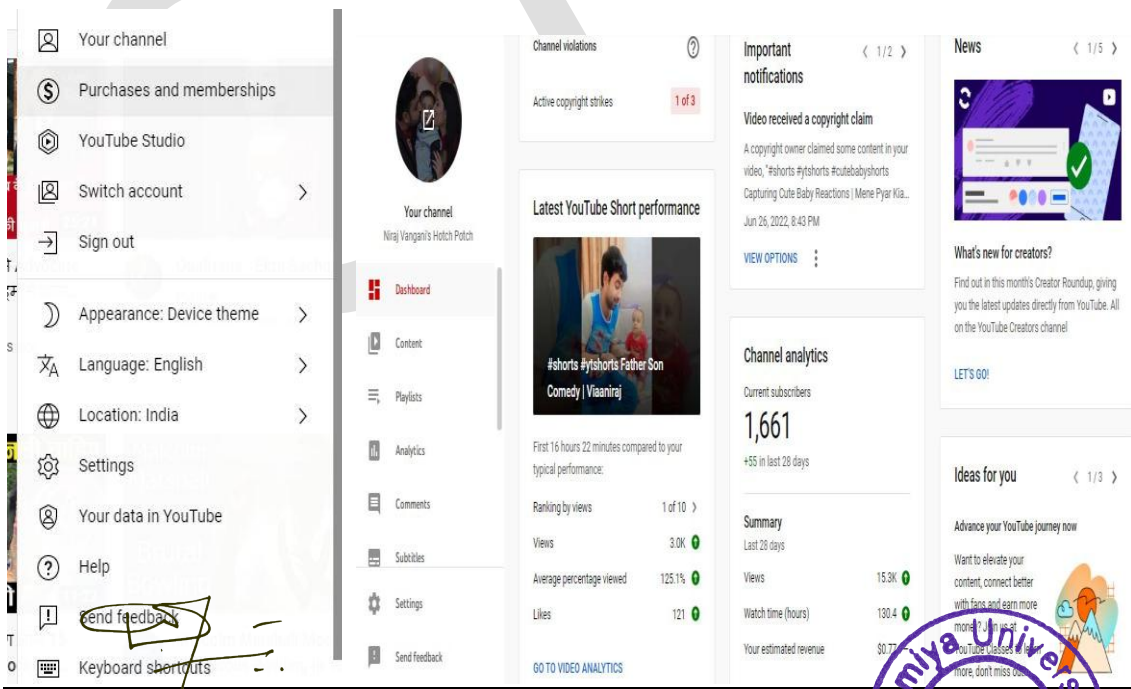


Fig 1M



Step: 4

Click on content to find uploaded videos

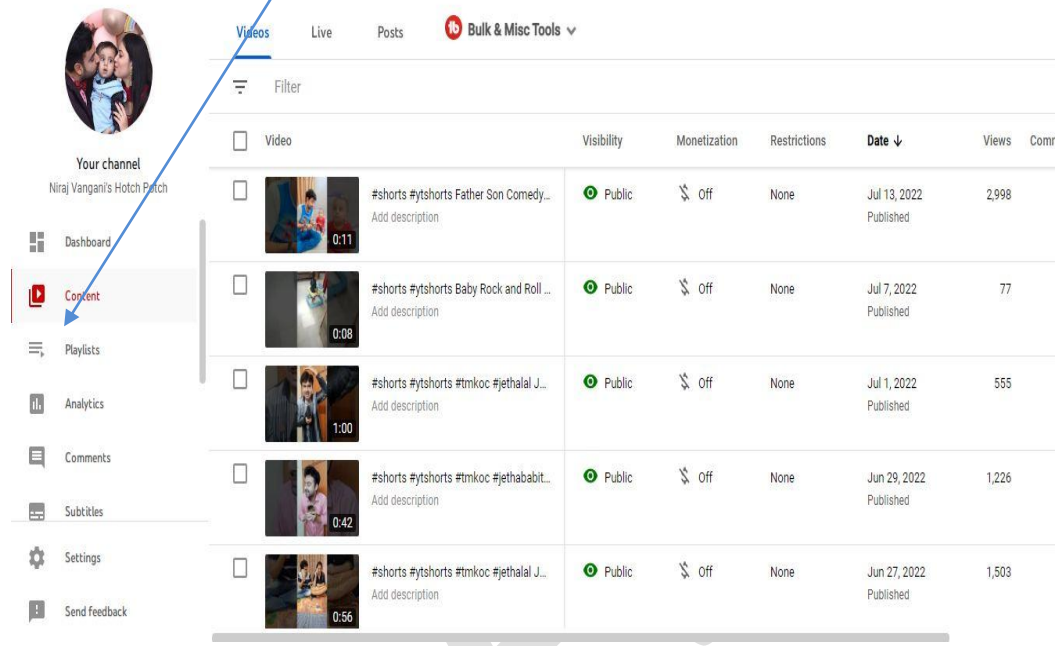
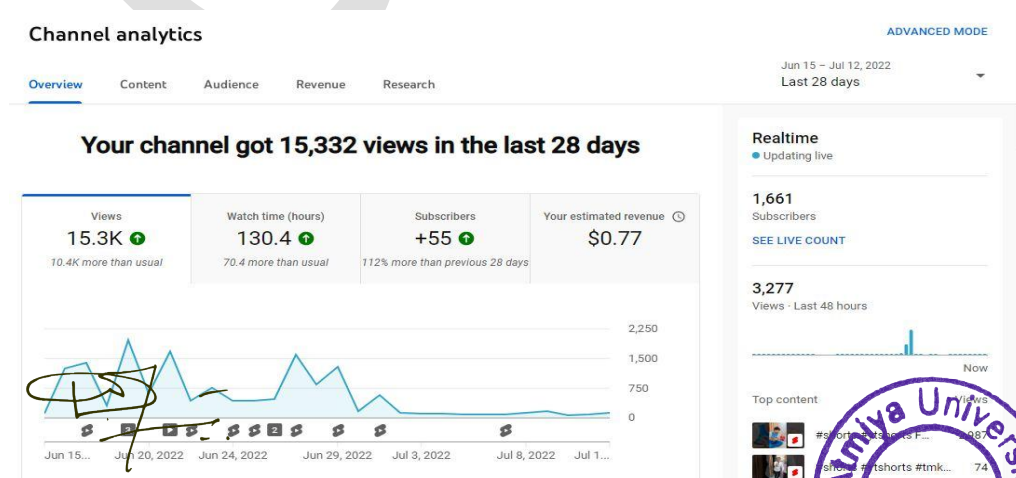


Fig 1N

Step: 5

Click on analytics to know uploaded video performance



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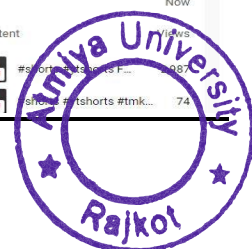


Fig 10

Step: 6

Click on monetization and membership

Channel monetization

[Overview](#) [Ads](#) [Memberships](#) [Supers](#)

Monetization options

Video advertising

Advertisers can run ads on your videos that follow our Advertiser-friendly Guidelines.

[SEE MORE](#)

Memberships

Fans can become members of your channel, paying a monthly fee in return for special perks that you offer.

[SEE MORE](#)

Supers

Fans can purchase goods on your channel to connect with you during live streams, Premieres, and uploads. Features include: Super Chat, Super Stickers and Super Thanks

[SEE MORE](#)

Getting paid Not ready for payment

What you need to do

No action needed right now

You haven't yet met the [payment threshold](#) to receive payment.

When can I set up payments?

We will notify you when you are ready to complete payment set-up, including:

- Confirm your personal information
- Submit tax information
- Provide a form of payment

[Learn more](#)

Fig 1P

Step: 7

Click on audio library to access free audio from you tube(no copy right claim)

Audio library

By using this audio library, you agree with the YouTube Audio Library terms and conditions. [LEARN MORE](#) [GOT IT](#)

[Music](#) [Sound effects](#) [Starred](#)

Search or filter library

Track title	Genre	Mood	Artist	Duration	License type	Added ↓
Pray	Pop	Bright	Anno Domini ...	1:55		Jun 2022
Glass	Pop	Bright	Anno Domini ...	2:47		Jun 2022
Illusions	Hip-Hop & Rap	Dark	Anno Domini ...	3:14		Jun 2022
Warzone	Hip-Hop & Rap	Dark	Anno Domini ...	4:09		Jun 2022
Contrasts	Hip-Hop & Rap	Dark	Anno Domini ...	2:16		Jun 2022
Never Surrender	Hip-Hop & Rap	Sad	Anno Domini ...	2:44		Jun 2022
Skylines	Pop	Happy	Anno Domini ...	2:44		Jun 2022

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Fig 1Q

Effective techniques:

1. Sell to your buyer's situation (not their disposition)
2. Disrupt your prospect's status quo
Introduce unconsidered needs
3. Introduce unconsidered needs
4. Tell customer stories with contrast
5. Avoid the parity trap in sales conversations
6. Make your customer the hero
7. Avoid the hammock during sales presentations
8. Create price uncertainty during sales negotiations
9. Appeal to emotions (not just data)
10. Don't challenge existing customers

1. Sell to your buyer's situation (not their disposition)



Fig 1R

- Don't focus on the title, position, or persona. Instead, start selling to your buyer's situation.
- Help your prospects and customers understand whether their current approach is putting their business goals at risk.
- Adapt your sales techniques to each moment of the Customer Deciding Journey.

2. Disrupt your prospect's status quo

- At least 40 percent of deals in the pipeline are lost to “no decision” rather than to competitors.
- That’s because of something called Status Quo Bias—your prospect’s natural aversion to doing something different than what they’re doing today.
- As the outsider, you’re fighting inertia—your buyer’s natural tendency to stay with their current situation.
- To persuade them to change and choose you, you need to disrupt your prospect’s status quo, drive the need for change, and create a buying vision that differentiates you from your competition.

3. Introduce unconsidered needs

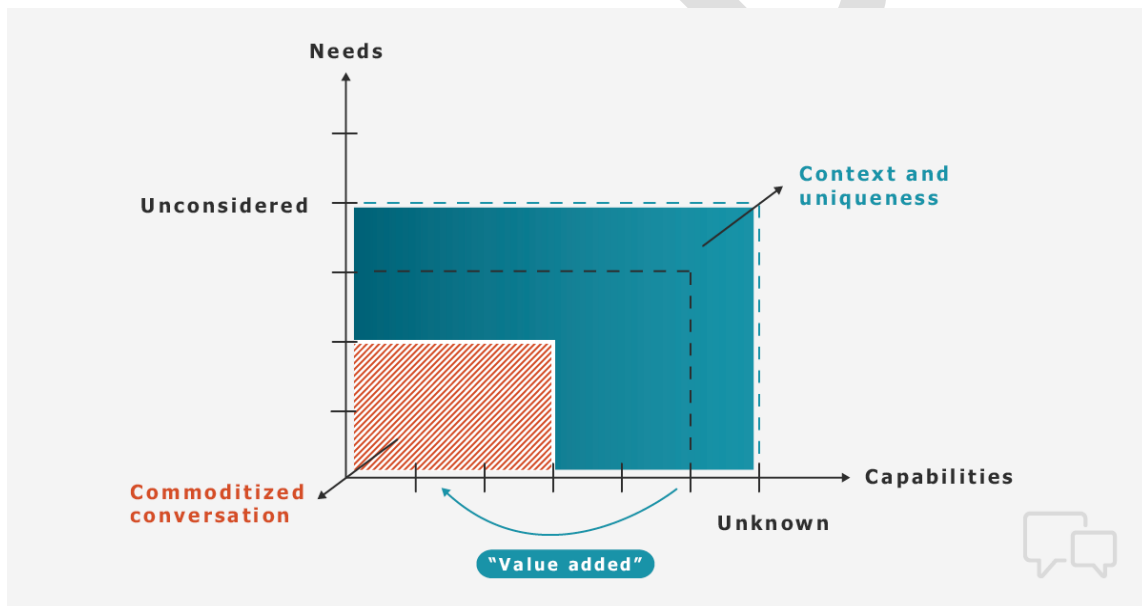


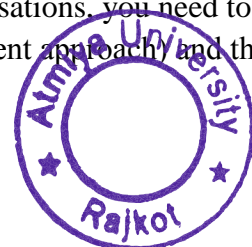
Fig 1S

- Telling your buyer about pain points they already know about doesn’t make you a trusted advisor—it makes you a tape recorder.
- Introduce prospects to Unconsidered Needs—unmet or yet unknown problems or missed opportunities that are holding back their business.

4. Tell customer stories with contrast

- To create a powerful perception of value in your sales conversations, you need to highlight the gap between the “before” story (the flawed current approach) and the “after” story (the improved new way).

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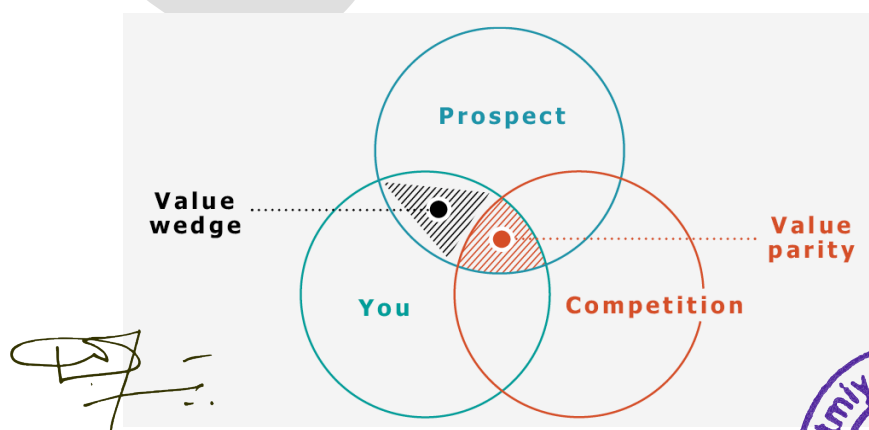
- The same general principle applies when you're trying to justify the purchase decision to executives.
- When you
 1. Identify missing gaps or opportunities that affect their highest-level strategic goals, and
 2. Justify the business impact of the decision by telling a customer story with contrast, they feel more urgency to make a decision now.

5. Avoid the parity trap in sales conversations

- Sales people fail to articulate value when they commit the three deadly sins of sales messaging:
 - ✓ Providing too much information
 - ✓ Not describing value from the buyer's perspective
 - ✓ Failing to identify what's different about them
 - ✓ Rather than competing within that "value parity area," focus on what you can do for the customer that's different from what the competition can do.
 - ✓ This is your Value Wedge, and it's where you find your distinct point of view.

Three essential criteria:

- **It's unique to you:** Communicate a message that's completely different than your competitors.
- **It's important to the customer:** Provide value by highlighting gaps and opportunities in the way your prospect is doing things today, and then show how your approach will resolve those issues.
- **It's defensible:** Document proof points to demonstrate how other companies overcame similar challenges by adopting your proposed solution.



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Fig 1T



6. Make your customer the hero

A typical hero's journey goes something like this:

- The hero is a character who struggles with a problem
- The hero meets a wise mentor or who understands their problem
- This mentor gives the hero new insight, provides a plan, and drives them to action
- Armed with newfound confidence and a plan, the hero faces their problem
- The hero overcomes the problem, realizes their potential, and reaches their goal

7. Avoid the hammock during sales presentations

- Our buyers will pay attention to about 70 percent of the information from the beginning of your sales presentation, and their attention peaks at the end.
- But in the middle, their attention wanes, and if you don't spike their attention and focus, they'll remember very little.

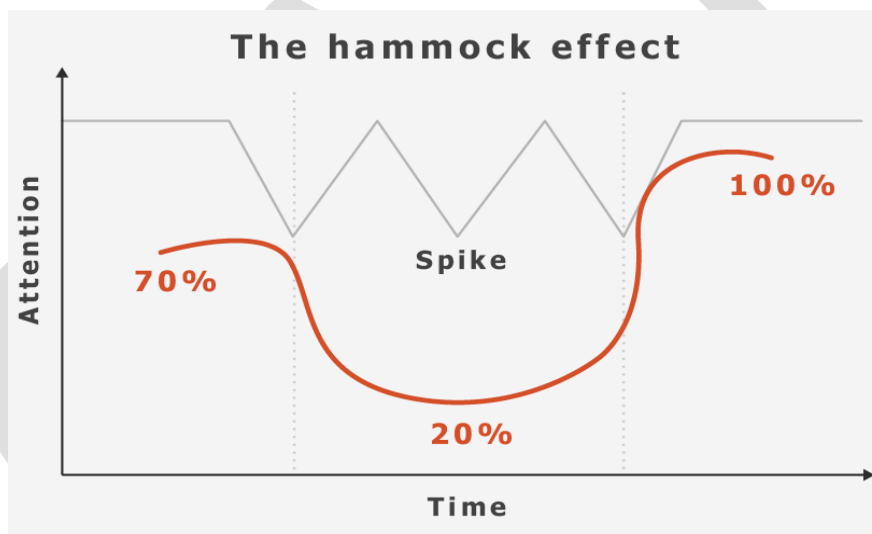


Fig 1U

Example of a Number Play grabber:

- You sell workforce management software, and your prospect is currently using multiple systems and manual processes to manage their workforce—which is causing errors.
- You write down the numbers 3, 1.5, and 70 to help tell your story.
- 3 = “A three percent error rate, which is the lowest you can get when using manual processes and multiple systems.”

- 1.5 = “1.5 million, which is the amount that 3 percent error rate is costing you each year. This means four or five full-time employees are manually working to correct the errors.
- 70 = “70,000; this is the amount needed to defend the average wage and hour lawsuit. In today’s competitive marketplace, this isn’t a good use of your limited resources.
- “To change these numbers, you need to validate your data at the source—which is what our software can help you do.”

8. Create price uncertainty during sales negotiations

- Traditional sales negotiation training teaches salespeople to “power up” or seize the upper hand in a negotiation. But that approach isn’t as effective as it used to be.
- introduce Unconsidered Needs : to light insights and opportunities that they didn’t know were important to them
- Creating price uncertainty

9. Appeal to emotions (not just data)

- The bellow messages were mathematically identical, but they framed the status quo as either a gain or a loss.
- Gain frame message: This plan has a one-third probability of saving all three plants and all 6,000 jobs but has a two-thirds probability of saving no plants and no jobs.
- Loss frame message: This plan has a two-thirds probability of resulting in the loss of all three plants and all 6,000 jobs but has a one-third probability of losing no plants and no jobs.

10. Don’t challenge existing customers



Fig 1V

- 70–80 percent of the average company’s revenue comes from existing customers

- when you're the insider, you are your customer's status quo. You need to reinforce their natural Status Quo Bias and defend the reasons why you're still the safest choice.

Activity C : S.C.A.M.P.E.R & Brainstorming



Fig 1W

What is the SCAMPER technique? And How does it work?

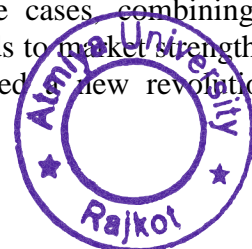
During the need for critical thinking either alone or inside a group, forcing the mind to think in a specific flow can help emerging innovative ideas that won't be possible to reach using a regular thinking flow. The SCAMPER technique aims to provide seven different thinking approaches to find innovative ideas and solutions.

S = Substitute

The substitute technique focuses on the parts in the product, service or solution that can be replaced with another. During this part of the discussion the meeting attendees focus on making decisions to substitute part of the process with another.

C = Combine

The combine technique tends to analyze the possibility of merging two ideas, stages of the process or product in one single more efficient output. In some cases combining two innovative ideas can lead to a new product or technology which leads to market strength. For example, merging phone technology with digital camera produced a new revolutionary product in the telecommunications industry.



What is Brainstorming?

Brainstorming is a **group problem-solving method that involves the spontaneous contribution of creative ideas and solutions**. This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge.

The mind map is a perfect example of brainstorming. You can solve complex problems based on the central idea and define its related themes with a mind map. A mind map is a helpful tool for teachers because they use it to improve the information gathering and writing skills of their students.

What is the brainstorming process?

Brainstorming refers to a problem-solving technique used by teams or individuals. In this process, **participants generate various ideas or solutions, then begin discussing and narrowing them down to the best options**.

Activity D : Dumb charades & Logo Identification

1. Dumb Charades:

How to perform the activity Dumb Charade?

- Make groups of people, with approximately the same number of members in each group.
- Write the names of different names of things/person/cities/movies/languages/Indian traditions/etc. on chits of paper. Put the chits in a bowl. Ensure that the number of chits is equal to the number of people playing the game.
- A member from one group is chosen. He/she takes out a chit from the bowl.
- The person has to make other members of his/her group, understand the movie name. However, he/she cannot say anything. He/she has to act as a dumb person.
- If the members guess the name of the movie correctly, they get one point. If not, their score is zero.
- Now, a member from the second group is chosen and the whole process is repeated.
- The game is played until every member from both the groups has been chosen once.
- The team with the highest points wins the game.

Objectives:

- To introduce the students to the game 'Dumb charades'.
- To build in students, an ability to communicate.
- To help students recall their vocabulary.
- To enrich students' vocabulary.
- To alleviate inhibitions in students, and make them comfortable to converse.

For example:

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Sports activity- Badminton, Kabaddi, Volleyball, High/Long Jump, Javelin, Swimming, Squash, Chess, Uno, Polo

Movies- Dear Zindagi, Lakshay, Chak De India, Swades, Taare Zameen Par, Chhichore, Khelein Hum Jee Jaan Se, Udaan, Jhund, Slumdog Millionaire

Things- Book, Pen, Chair, Table, Laptop, Charger, Paper, Computer, Steel Bottle, Calendar

People's Name- William Shakespeare, Narendra Modi, Niraj Chopra, Ghanshyam Acharya, Aishwarya Rai, M.S. Dhoni, Sania Mirza, Pratibha Patil, A.P.J. Abdul Kalam, Daya Bhabhi

City- Pune, Hyderabad, Mumbai, Goa, Rajkot, Ahmedabad, Haryana, Kerela, Banglore, Guwahati

Language- Gujarati, Marathi, Tamil, Telugu, Punjabi, Urdu, French, Sanskrit, Hindi, Bengali

Indian Traditions: Makarsankranti, Holi, Satam-Atham, Navratri, Diwali, Eid, Christmas, Navroz, Guru Purnima, Jaya Parvati

Evaluation (Questions for assessment of the student):

The participation level of each student in the activity was taken in to account for evaluation.

2. Logo Identification:

How to do the activity logo identification?

- A picture will be displayed in front of you; you have to identify which company that logo describes.
- The logo can be either of any car company/multinational companies/food chains/etc.

Example:



Fig 1Y

AIR INDIA

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Fig 1Z

STATE BANK OF INDIA



Unit-2: Communication, Collaboration and Networking

Activity A : Integrate 3-4 departments and for common purpose and collect the inputs with outcomes



Fig 2A

Meaning:

Coordinating integrates departmental activities for achieving the common goal of the organization.

Coordination is "the process of integrating the objectives and activities of the separate units, departments or functional areas) of an organization in order to achieve organizational goals efficiently."

What integrates department activities for achieving common goals of the organization?

Coordination Management is the synchronization and integration of activities, responsibilities, and command and control structures to ensure that the resources of an organization are used most efficiently in pursuit of the specified objectives.



Fig 2B


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Activity B : Tower of Skill to Practice

Students aim to build their towers for height and stability, as well as the strength to withstand a simulated wind load.

Learning outcomes:

- Identify which designs can and cannot withstand the self-weight of the newspaper tower as well as wind load.
- Coordination and communication while preparing the tower and planning to prepare the tower.
- Boosting more and more ideas to make the tower as per the expectation.
- Learning to give the best in limited time period with limited resources.
- Working in teams and proper communication.
- Leadership skills.

Materials required:

- Newspaper (s)
- Cello tape
- Scissors
- Ruler Scale

All the materials are to be brought with advance communication and group formation so that when the next day the student appears in the activity, they are ready with the material.

Procedure:

Students act as designers as they design and build newspaper towers. They must pay particular attention to designing the tower to withstand the forces of high winds.

Background

Several solutions to this design challenge are more obvious than others, although students can definitely surprise you with unexpected designs that work quite well.

- Rolling several small tubes to attach to the bottom or a central tube of newspaper is a good design. The cylinder acts to allow the tower to have the wind go around the building. The more narrow and slender the tower is at height the better it is able to withstand the wind because fewer surfaces exist for the wind to act upon.
- Another solution is a tripod type design. While the majority of the newspaper is used to build up, toward the bottom, three tightly wound newspaper rolls extend down from the tower to the table at an angle. This gives the tower more resistance against toppling in the wind load.
- Another solution involves having a very wide base for the tower to sit on, like a foundation.

With the Students

1. Divide the class into groups of 5 students each.
2. Give teams 15 minutes to test different designs. After 15 minutes, students are allowed to start the making of tower.
3. Give students an additional 30 minutes of construction time.
4. TESTING: Measure and record the height of the final tower. Then step away from the tower so it is at arm's length and blow out a full breath. A successful tower will not fall. Make sure the tower is not supported to a table or any other piece of furniture or wall.
5. Ask the students to explain the challenges and communication/ blue print they prepared to make the tower.
6. Ask the students about challenges, limitations, planning before, during and after the tower

preparation. Ask students to discuss any patterns and the learning experience.

Unit 3: Information, Media and Technology Literacy

Activity A : Digital Literacy and Critical Thinking : Google Survey

Step by step procedure of sample survey

Example : Food Survey

Favorite Food Survey

Form description

Candidate Name

Short answer

Short answer text

Required

Fig 3A

Option 1 : Short Answer (Candidate Name, Mob no., Enr. no, Roll no)

Which category food do you like the most? (You can choose 2 most likely categories)

Checkboxes

- South Indian
- Punjabi
- Kathiyawadi
- Regular Home made
- Continental
- Chinese
- Fast Food
- Add option or add "Other"

Fig 3B

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Option 2 : Checkboxes (One or More than one options one can select)

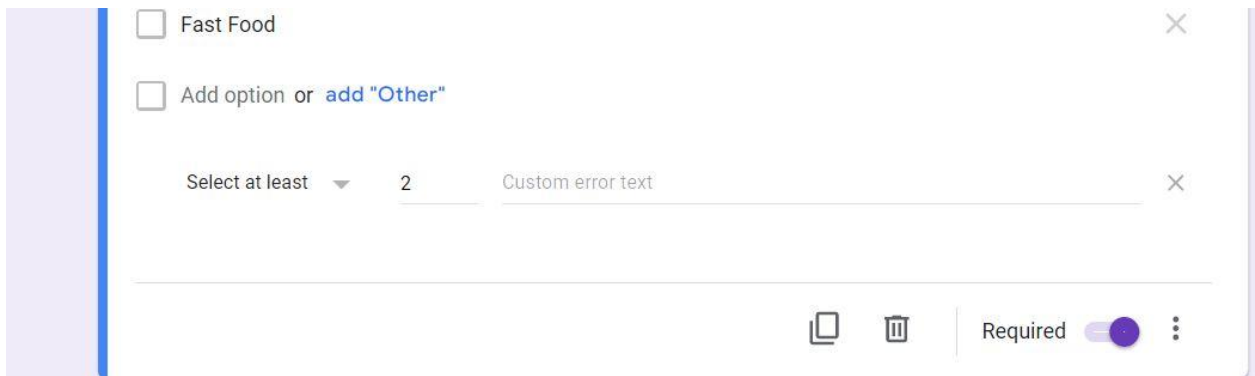


Fig 3C

Option 3 : Checkboxes (Provide condition for max. allowable options for candidate)

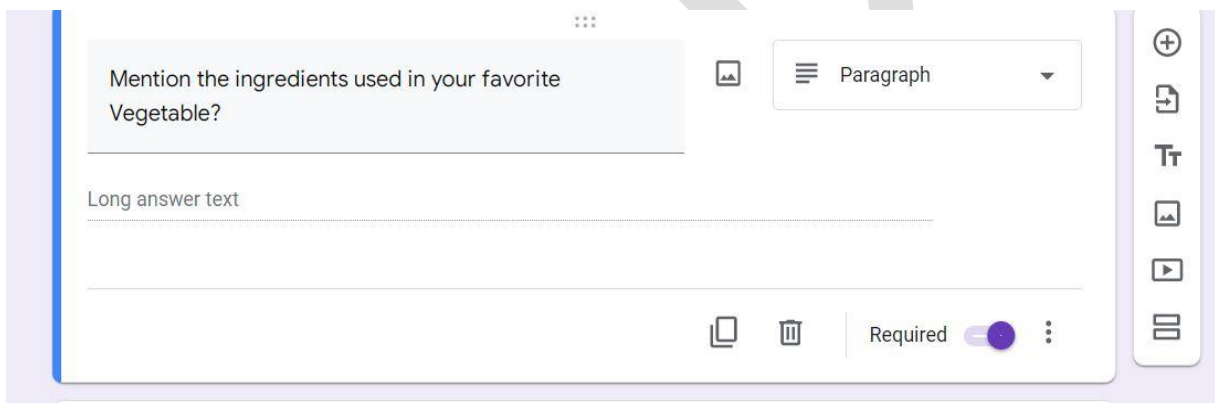
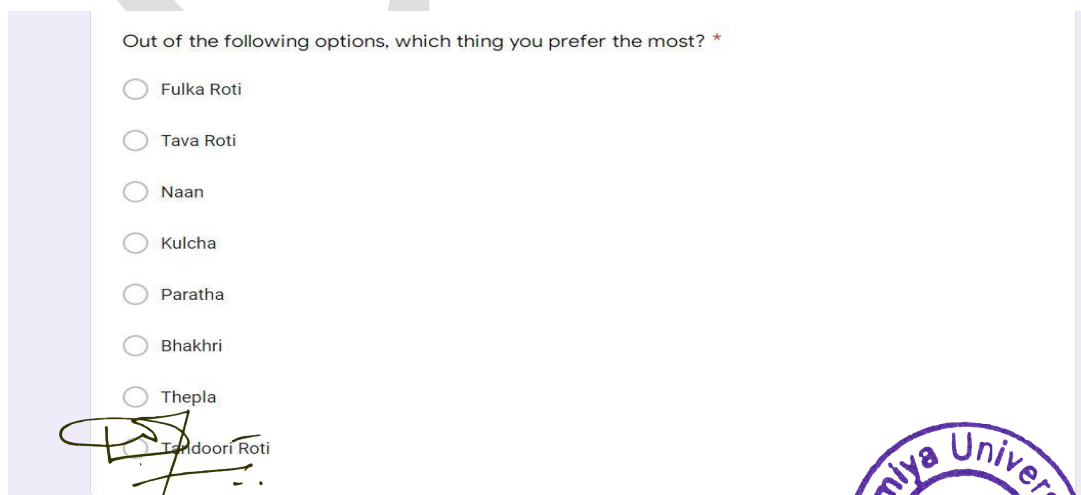


Fig 3D

Option 4 : Paragraph (Long Answer)



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Fig 3E



Option 5 : Multiple Choice (But one can select one option only)

Which vegetable you like, out of the following options with preference? *

	Worst	Fair	Good	V. Good	Excellent
Karela	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ringna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turiya	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Galka	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tandaljo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Methi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Palak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ghisoda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fig 3F

Option 6 : Multiple Choice with check grid (But one can select one option only)

Which street food you like, out of the following options with preference? *

	Worst	Fair	Good	V. Good	Excellent
Manchau Noodl...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paani Puri	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dahi Vada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bhel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Samosa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ragda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kachori	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dhosa (Any)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Fig 3G

Option 7 : Multiple Choice with check grid (But one can select more than one options)

- **Registrar**
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- Box indicates to choose more option (if not specified with condition)



- Circle indicates to choose one option only.

Which Food Delivery service do you prefer the most?

1. Swiggy

2. Zomato

3. Petpooja

4. Food Panda

5. Uber Eats

6. Add option

Dropdown

Fig 3H

Option 8 : Dropdown option (Hides the choices, but while you attempt you can choose the option)

Upload the pic of your favorite food

Add file

View folder

Give the Nutrition wise rating of your favorite food. *

1 2 3 4 5

○ ○ ○ ○ ○


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Fig 3I



Option 9 & 10 : Upload the file & Find the Rating

The screenshot shows a form configuration interface. At the top, there is a field for "Form Submission Date *" with a placeholder "Month, day, year" and a calendar icon. Below this is a field for "Form Submission Time" with a clock icon and a dropdown menu labeled "Time". At the bottom right, there are icons for a document, a trash bin, and a "Required" toggle switch which is currently turned on.

Fig 3J

Option 11 & 12 : Date and Timing Options

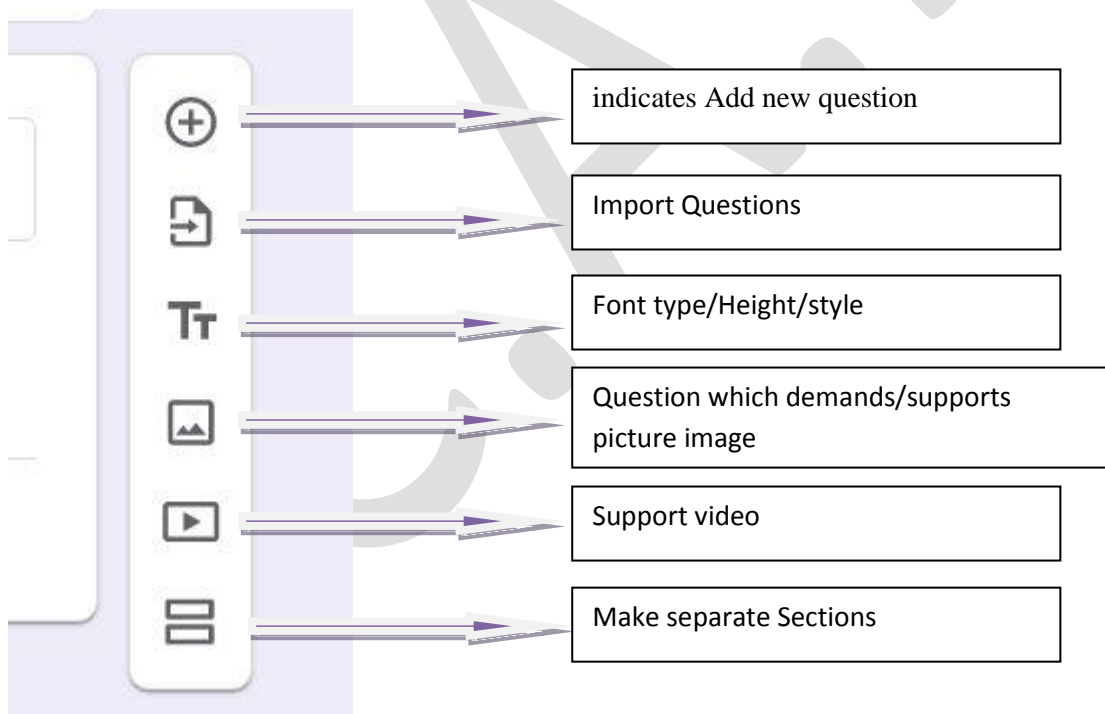


Fig 3K


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Additional Side Options

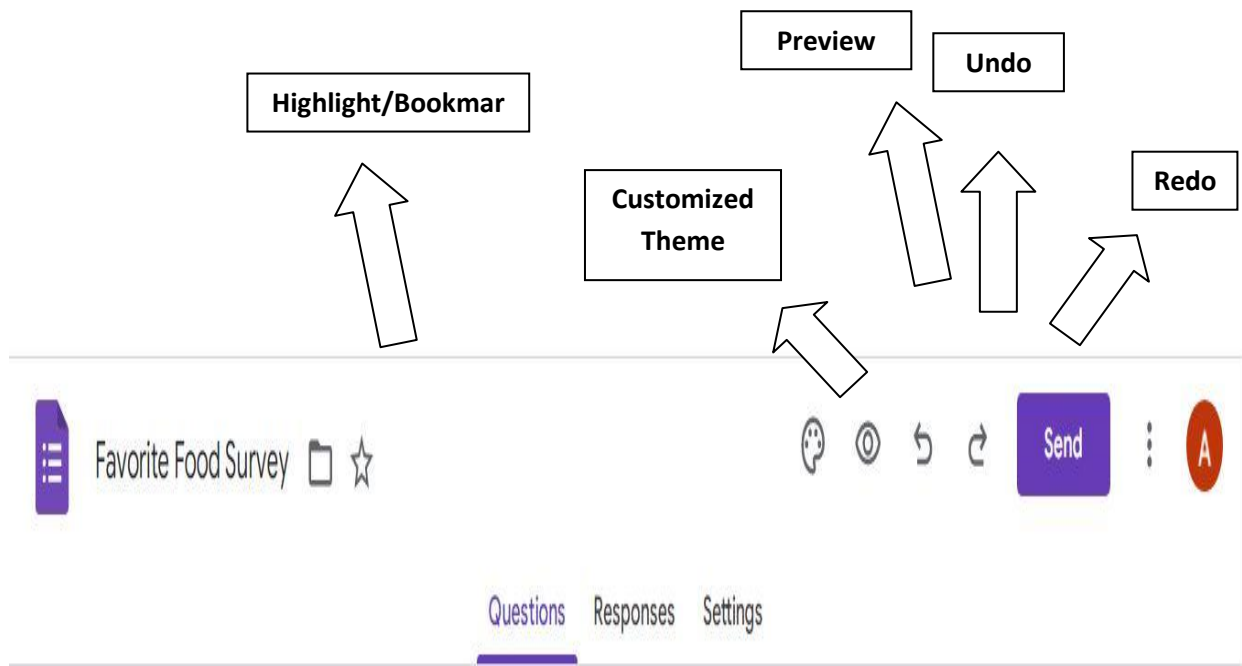


Fig 3L

Title Bar Options

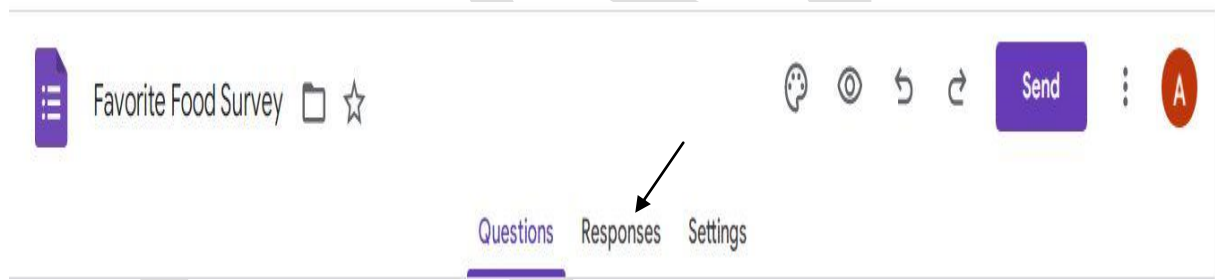


Fig 3M

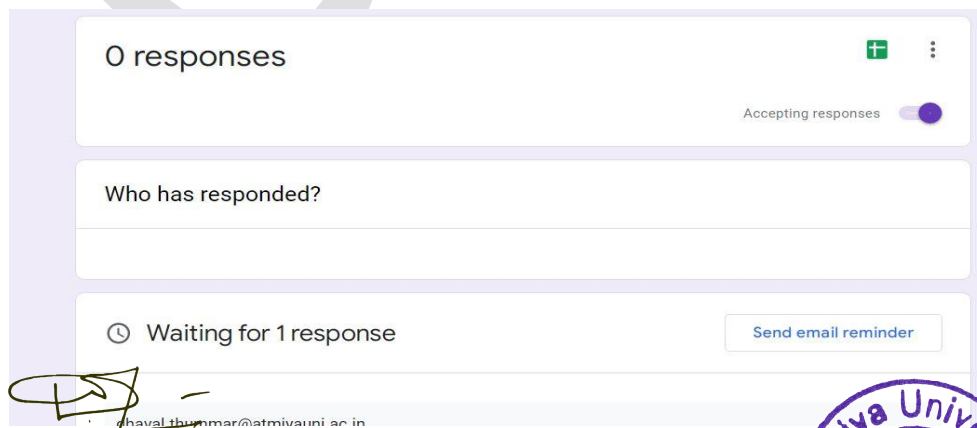


Fig 3N

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Unit 4: Flexibility, Adaptability and Responsibility

Activity A : Shuffle & Surprise-Surprise

Shuffle & Surprise - Surprise Activity is focuses on Flexibility, Adaptability and Responsibility. The Activity includes Role or a Situation. Role or a Situation will be given by faculty. When they will come for presentation will give them opposite situation to identify their presence of mind, problem solving skills, the way of thinking, etc. Situations be like :

Situation 1:

In Favour: Roaming around Nariman Point with family or friends.....

Not in Favour: Suddenly police came, They get informed about terrorist activity on chopati....

Situation 2:

In Favour: After long time you went for a dinner with family in well known restaurant of your city to celebrate your birthday.

Not in Favour: Suddenly manager came and said sorry, they cannot serve you what you ordered.

Situation 3:

In Favour: You planned holidays with your family and applied for leave before 2 months and get approved.

Not in Favour: before 10 days your boss reject your leave application and cancel your leave.

Situation 4:

In Favour: You have a wonderful job offer in your hand.

Not in Favour: Your parents are not happy and not ready to let you go in other city.

Situation 5:

In Favour: You purchased Iphone 13 pro through Amazon by your own investments.

Not in Favour: Parcel get misplaced.

Situation 6:

In Favour: your results were declared and you topped which is like a golden feather in your hat.

Not in Favour: Registrar of the topper applied for rechecking and came to know about mistake and you are not in toppers list.

Situation 7:

In Favour: You and your friends are visiting zoo of your city.

Not In Favour: Monkey hold your friend's hand while he tried to tease him.

Things to identify:

- 1) Problem they faced
- 2) Solution

Activity B : Flipped Classroom



Fig 4A

Meaning:

The flipped classroom is an interactive and blended learning approach that focuses on individual and active learning over traditional group learning. The students are introduced to new content and concepts at home and practice them individually when they're at school.

How is it done?

A debate-focused flipped classroom works as follows: students take in the initial information at home, then attend the class and engage in a debate, or a series of debates, with their peers. Various studies have found that the act of debating can enhance student engagement, while also improving learning outcomes.

Benefits:

1. A college reading empirical study identified the flipped classroom's approach as including all forms of learning (i.e. oral, visual, listening, hands on, problem solving, etc.).
2. Rather than learning in a traditional classroom setting, the flipped classroom uses a more application-based approach for students (i.e. hands on and problem solving activities).

3. The flipped classroom is extremely convenient, especially for students that face difficulties in traveling to the physical classroom. Such students still have the foundational information of the course at hand online.
4. Communication is greatly emphasized in a flipped classroom setting, essentially referring to: student-student and student-teacher interactions.
5. The flipped classroom uses a student-centered teaching modeled to ensure that the course is primarily aimed at contributing to the student's overall success in obtaining a proper, effective education.
6. It avoids the overarching idea of "cramming" for exams and forgetting the information post-examination, as it encourages students to understand the underlying rationale behind the information provided being provided to them.
7. Students must account for their responsibility to learn the foundational information provided, as their personal work and contribution will be reflected in the grade that they receive at the end of the course. This will, in turn, make them better prepared for future, more difficult courses.
8. Although there is a lack of support in the pre-class section, the questions aroused during watching the video could serve as the raw materials for subsequent class activities, such as discussion. As a result, students are more focused in the in-class session and thus the use of video could potentially boost the effect of the in-class activities.
9. Recent applications have demonstrated that students are more determined about accomplishing an exercise. They are also more engaged about their progression and output.

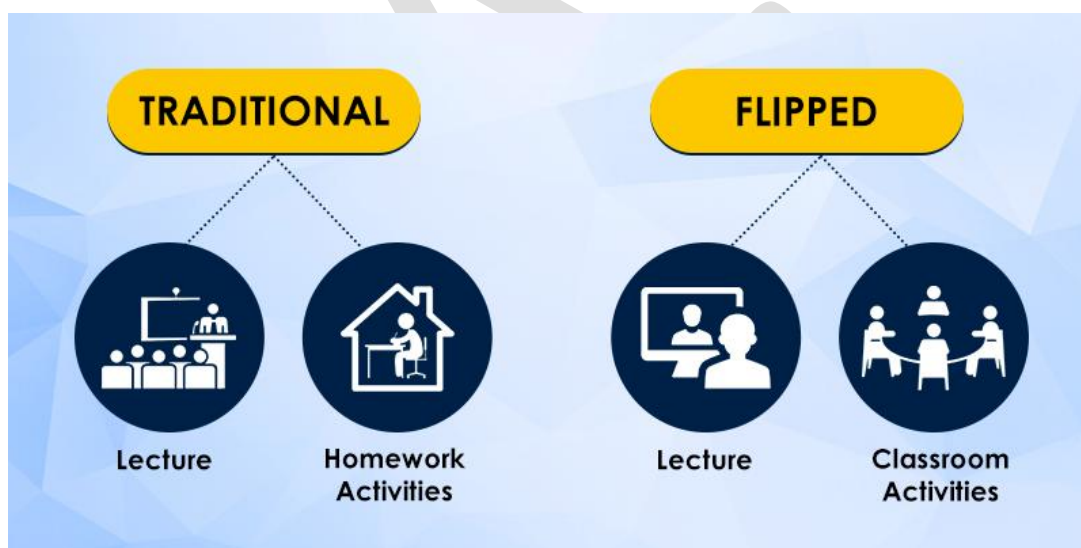


Fig 4B

Unit 5: Productivity and Accountability, Social and Cross Cultural Interaction


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Activity A : HR Interview Questions

1. Tell me something about yourself.

Ans.: Start your answer with.

- **Point 1:** Who you are which includes your name, education and academic score with your specialization.
- **Point 2:** Accomplishment which includes your training, certification courses along with your degree. (For technical students, Add few things about your academic project)
- Point 3:** How you are fit for the job includes your skills for that particular job.

2. What are your strengths and weaknesses?

Ans: Tell them about your strong points and weak points also. As they only want to know that why your are eligible for this job. Add your achievements too.

3. What are your goals?

Ans.: Tell them about your short term and long term goal. Short Term Goal can be like: My short term goal is to placed in a reputed organization like you, where I can get a chance to start career and to grow my self. My long Term goal is like: My long term goal is to be an asset to the organization where I'm working and be a part of its decision - making.

4. Why should I hire you?

Ans.: I posses all the skills mentioned in job description and I am pretty confident about good fit for this job role.

5. Explain how you would be an asset to this organization

Ans: As a fresher I will give my 100% to the given role with confidence. I will work effectively with effort and dedication to grow this organization by adding new skills which I posses.

6. Tell me something about your hobbies.

Ans.: For this your answer must be clear. Tell them only that you actually like. It is not compulsory to show that Reading, writing are your hobbies.

7. Tell us about your family background.

Ans.: Your answer should be start with no of family members, than 1 line intro of all which includes details about your father's occupation, mothers occupation, brother or sister is younger or elder and what they do.

8. Where do you see yourself five years from now?

Ans.: After 5 years, I want to be at that position where I'll be inspiration for others with my gained knowledge and skills.

9. What do you know about this company?

Ans.: Before visiting any organization, you must visit company's website, social media accounts to have idea about company culture, environment, benefits, opportunity to grow yourself, etc. Your answer must be an overview of the organization but never tell them about benefits and other things if mentioned on website. You should ask that person about when you are in front of him because of some manipulation in policies and things.

10. Describe your project during your academics.

Ans.: Technical candidate has to give brief of his/her project with topic of the project, no of people in group or done by self only, technologies used, his/her role in project.

11. Have any question from your side?

Ans.: If you will get a chance to ask question, ask them about the culture, environment, ongoing recruitment for senior position, jr position and fresher's to get about company culture. Get updated with companies last 2 3 months job openings by just asking that if I have any reference than I can suggest your company.

12. How much salary do you expect?

Ans.: As a fresher First I prefer to gain knowledge but yes as per my skill and presentation in Interview my expectation is _____.

Note: Now a day's bond system is there in market. We can try to make our student smarter by giving idea about two party bond. With some conditions.

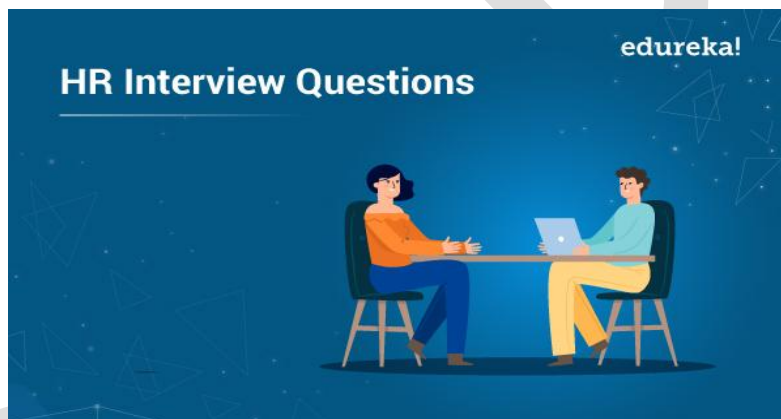


Fig 5A

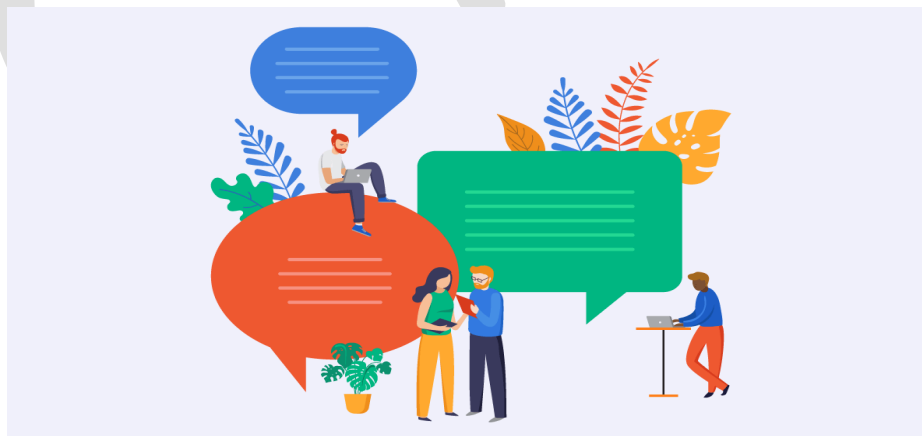


Fig 5B


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Component 1 : Fundamentals of Communication Skills

Reference Books:

01. Communication Skills, by Alison Doyle, 2021
02. Vyas Manish A., Yogesh L. Patel, "Tasks for the English Classroom", MacMillan, New Delhi, 2012.
03. Achar Deeptha, Charul Jian and et al, English for Academic Purposes, Book-1&2 University Granthnirman Board, Gujarat, 2011

Component 2 : Traditional Soft Skills

Reference Books:

04. Joshi, Manmohan. "Soft Skills", Bookboon Publications, 2018.
05. Jegadeesan, G., and R. Santana Krishnan. "Soft Skills Development: Training and Evaluation." Icfai University Press, 2008.
06. Peters-Kühlinger Gabriele, and Friedel John. "Soft Skills" Haufe, 2017.

Component 3: Revolutionary Skills

Reference Books:

01. 21st Century Skills, A Hand book by CBSE board, Government of India
02. 21st Century Skills - Learning for Life in Our Times ,Paperback, Wiley and John sons, Inc.
03. 21 Lessons for the 21st Century, Paperback, Yuval Noah Harari



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