

Vidya Vikas Education Society's
Vikas College Of Arts Science & Commerce
Report on Addon courses at Vikas College of Arts, Science & Commerce in
Collaboration with AspireForHer NGO for 'Grow with Google' Program for the
Academic Year 2022-2023

Vikas College of Arts, Science & Commerce has partnered with AspireForHer NGO, which, in collaboration with Google, launched the "Grow with Google Professional Certification Program." This initiative, in association with Nasscom Foundation, offers students the opportunity to gain industry-relevant skills through professional training designed by Google, at no cost.

The program not only helps students upskill in in-demand areas but also awards a verified Google certificate upon completion, significantly enhancing their resumes. Additionally, students who complete the program may get the opportunity to be placed in leading companies.

To assist students in navigating the enrolment process and understanding the course offerings, a short orientation session was organized on March 16, 2022. During this session, students were guided on how these certifications would make them stand out in the job market.

The "Grow with Google" program provides a choice of five specializations:

1. Data Analytics
2. IT Support
3. IT Automation
4. UX Design
5. Project Management

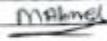
Students can learn at their own pace, complete the modules, quizzes, and assignments, and earn a prestigious Google certification, positioning themselves for success in the industry.

Name of the program: Satisfaction guaranteed Develop customer loyalty online

Date: 28/8/2022

List of students participated and completed the course:

Vidya Vikas Education Society's
Vikas College of Arts, Science & Commerce
Students Enrollment list of: Satisfaction Guaranteed: Develop customer Loyalty online
A.Y. 2022-23

Sr. No.	Name of Students	Sign
1.	Mehfooz Ahmed Ansari	


Coordinator Ad -on Courses

Curriculum:

- **Understanding Customer Needs:** Learn techniques for gathering customer feedback and analyzing needs through surveys, interviews, and market research.
- **Creating a Seamless User Experience:** Explore web design principles, user interface (UI) design, and user experience (UX) best practices to enhance customer interactions.
- **Implementing Loyalty Programs:** Design and implement effective loyalty programs, including rewards systems, referral incentives, and tiered memberships.
- **Building Trust and Transparency:** Study the importance of clear communication, return policies, and customer service excellence in fostering trust.
- **Engagement and Personalization Strategies:** Develop skills in personalized marketing, email campaigns, and social media engagement to nurture ongoing relationships with customers.

Duration:

1. The program spanned 8 months and comprised five distinct modules, offering a well-structured time frame for comprehensive learning.
2. Completion of the program depends on each individual student's pace, allowing them to finish the course as per their own schedule within the given time

MODEL CERTIFICATE OF THE STUDENTS



EVALUATION

For evaluation, students must secure a minimum of 50% to be eligible for certification. In case they do not achieve the required score, they are given the opportunity to retake the test, ensuring that all students have a fair chance to succeed