

Derozio Memorial College

UGC Sponsored Community College Scheme (Sponsored Scheme of MHRD, Govt. of India)

Admission Notification 2017

Applications are invited for admission to the successfully introduced One year regular (full-time) UGC Approved and West Bengal State University affiliated Diploma Courses for the academic year 2017-18. The Community College Scheme is focused on universities and colleges, which would also incorporate specific job roles along with broad based general education It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the Photography and Video making & Web Designing and Networking Sector.

COMMUNITY COLLEGE SCHEME (CCS) Available at Derozio Memorial College, West Bengal:

The need for giving emphasis on the Skill Development, especially for the less educated, poor youth has been highlighted in various forums. The skill level and educational attainment of the work force determines the productivity, income levels as well as the adaptability of the working class in changing environment. Large percentage of population in India is living below poverty line. One of the important causes is lower percentage of skilled persons in the workforce.

If the country can create a system of certification which not only recognizes their skills but also provides education and training in a mode that suits their economic compulsions, it will not only benefit the workforce to earn a decent living but also contribute to the national economy by better productivity of this workforce. Now the Government of India has taken the revolutionary decision to spread technology based industry oriented practical education through community college scheme.

To fulfill this target, as a Community College, we have now introduced two courses for the betterment of local community of Rajarhat-Gopalpur and its surrounding areas. They are as follows:

1) Photography and Video Production Course:

With the advancement of digital technologies, video and photo production businesses have both undergone revolutionary changes. Professional video production personnel and photographers are extensively making use of software techniques and digital equipment to achieve results that are not possible with traditional analogue methods. It is without doubt that digitalization can bring about cost-effectiveness, and time savings as well as new challenges and opportunities to production professionals.

The main aim of the programme is to enable students to acquire knowledge and understanding, and develop personal attributes and master essential technical and transferable skills to enable them work in commercial and fine art photography, or other related areas. The programme will also help to expand their experiences and outlook in relation to the world of art and creativity.

The main focuses of the course are:

- Basics of Visual Communication
- Transition from Analogue to Digital
- Developing Personality and Communication Skill
- Creative Writing & Creativity development in Still Photography
- Motion Pictures, Multimedia Storytelling and Cartoons, Comics and Animation
- Digital Photography & Videography – Process and Methods
- Design and Post-Production in Photography and Video Production
- Videography and Photography in Mass Communication
- Career Planning and Starting Your Own Business



2) Web Designing and Development Course:



Computer literacy plays an increasingly important role to people's lives and to socioeconomic development. Computer is a technology that has emerged, and globally been adopted quickly. It is important that computer literacy and education be part of the curriculum for students in all parts of the world, in order to bridge the digital divide.

Information and communication technologies have grown increasingly, universally, powerfully and adaptable. They change the world we live in and how we learn to live. The young generation is therefore, entering a changing technology-oriented and knowledge-based global economy and society in which national economics are becoming more globalised, with an increasing flow of information, technologies, products, capital and people between nations. A computer as one of the ICTs has emerged and globally been adopted quickly. Therefore, computer literacy need no longer be a privilege of people, who are educated and can moreover, afford to access computer at home or at their work place. Knowing how to use a computer, especially a personal computer, is a basic skill necessary to succeed in business and function effectively in society.

In this context our college is introducing the course for the betterment of the students and surrounding community.

- This course will help the students to understand the basic terminologies, structure, and background of the Computer system.
- Develop basic concepts of PC Computer Software
- Introduction to Basic network technologies
- Introduction to basic Webpage Design
- Development of basic need of Security Program
- Advanced web designing and software development
- Introduction to Photoshop and associate software.
- Best Coding Practice & Documentation
- Communication skills development.

Eligibility criteria for admission 2017:

- Candidates with 10+2/Inter/Higher Secondary in any stream from recognized boards are eligible for applying to UGC Sponsored Community College Scheme.
- Candidates whose results are awaited can also apply on provisional basis

Selection Procedure for One year Diploma Course under Community College Scheme admission 2017:

The candidates will be selected on the basis of performance on the basis of marks obtained in the qualifying Examination (carrying 50 % Weightage) & screening Test/Interview (carrying 50 % Weightage) or any other method as may be decided later on by the selection committee

Rules of Reservation for UGC Sponsored Community College Scheme admission 2017:

Reservation of seats as per the Government of India rules apply
OBC-Non Creamy Layer: 27%; SC: 15%; ST: 7.5% & PH/PwD: 3%

Application Form may be downloaded from the college website:

<https://www.dmc.ac.in> w.e.f. 7th June, 2017

Application form complete in all respect is to be submitted to Office of UGC Sponsored Community College Scheme (Admissions), In front of Journalism Department (1st Floor), Mr. Abhinaba Bhattacharya (9674670407) and Mr. Tanmoy Nandy (9748817309), Derozio Memorial College, P.O- R.Gopalpur, Kolkata-700136. For further assistance please call without hesitation to Prof. Anirban Basu Roy Chowdhuri (Nodal Officer): 9830551774 or Prof. Debasish Chatterjee (Course Coordinator): 9830220230

Timing of submission: Monday to Saturday (11.30a.m-4.30p.m.) except holiday.
Candidates are required to submit fee of Rs.250 (Rs.150 for SC/ST/PH) for Community College Scheme through Demand Draft from any Nationalized Bank in favour of Derozio Memorial College payable at Kolkata along with each Application Form or in cash at the office of Community College Scheme, Derozio Memorial College. College will not be responsible for postal delay, if any.

Total Course Fee for each trade: Rs.8, 500 + Exam Fee. (Rs. 2,500 at the time of Admission+ Rs.1000/- each in 6 instalments)

Instructions:

1. Admission will be made as per rules/instructions of Derozio Memorial College.
2. Each Candidate shall fill up the admission form by downloading the form from www.dmd.ac.in
3. The following documents are to be attached with the hard copy of the admission form and submit the same in the college office:
 - a) Two copies of latest Passport size coloured photographs with white background.
 - b) Attested photocopies of following certificates:
 - i) Matriculation certificate.
 - ii) Detail Marks card of qualifying examination.
 - iii) If there is a gap in studies, self attested certificate of gap year.
 - iv) Reserved category/sub-category certificate from the competent authority.
4. No-objection certificate from the employer in case the candidate is in service.
5. An affidavit pledging the payment of balance fee and funds for the entire period of the course before discontinuing studies in between or before migration.
6. Students will fill admission form and register themselves with the college before commencement of each year. Without this, no student will be permitted to attend the classes.
7. Students may take NCC/NSS/other societies and clubs as per rules of the institution.
8. Reservation of seats will be as per rules.
- 9. Provision of 100% Scholarship of first 50 students of each trade.**

Important dates :

For Admission in Photography & Video Production and Web Designing & Development 2017:

Starting date of submission application form: 7th June, 2017

Last date of receiving application form: 30th July, 2017 (up to 05.00 pm)

APPLICATION FORM FOR COMMUNITY COLLEGE SCHEME

DEROZIO MEMORIAL COLLEGE

UGC SPONSORED COMMUNITY COLLEGE SCHEME



P.O- R.GOPALPUR, RAJARHAT ROAD, KOLKATA-700136

(One Year Full Time Diploma Course with the scope of ample hands on training programme and placement assistance)

(All the blank columns are to be filled in by applicant's own handwriting)

NAME: _____

FATHER'S OR
GUARDIANS NAME: _____

PRESENT ADDRESS: _____

CONTACT: _____ GUARDIANS CONTACT NO.: _____

DATE OF BIRTH: _____ (DD/MM/YY) , NATIONALITY: _____

SEX: _____, (M/F/Transgender) BLOOD GROUP: _____

CATEGORY: _____ (GEN/SC/ST/OBC-A/OBC-B/PH)

EDUCATIONAL QUALIFICATION:

Sl No.	Exam Passed	Year of Passing	Board/Council	Subjects	Total Marks	Marks obtained	% of Marks

FAMILY ANNUAL INCOME: _____ BPL/NON- BPL

AADHAR NUMBER: _____

APPLIED FOR THE COURSE:

Photography & Video Production

Web Designing & Development

<u>For Office Use Only</u>	
Verified By.....	
Application No.....	Roll No.....

DECLARATION: I hereby declare that the information given above is correct, and I undertake, that if at any stage, it is found that the information given by me is false, my application may be cancelled. I shall abide by the rules of the Community College of Derozio Memorial College. I shall not resort to ragging activities in any form or any other acts of indiscipline in the college premises or outside.

Date:

Place:

Signature of the Guardian

Signature of the candidate