University of Delhi Chanakyapuri, New Delhi - 110021

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Tel No. : +(91)-(011)-26110041, 26875400

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info@jmc.ac.in principal@jmc.ac.in

ADD-ON COURSES 2018-19 A SUMMARY REPORT

Contents

- 1) Summary Table
- 2) Details of each course
 - a. Name of the course
 - b. Course outline
 - c. MOU
 - d. Names of students enrolled
 - e. Attendance sheets
 - f. Assessment procedure and Outcome
- 3) List of students signed by Principal for all courses

1) SUMMARY TABLE

S. No.	Name of course	Total number of students enrolled
1	Financial Management	11
2	Corporate Communication and Public Relations	11
3	Media Studies	40
4	Advertising and Marketing Communications	38
5	Camera and Photography	8
6	French Language	39
7	Spanish Language	18
	Total	165
		9 %

NAME	FINANCIAL MANAGEMENT (GP05FM)
COURSE	MODULE 1
OUTLINE	Introduction to Financial Accounting
	Preparation of Financial Statements
	Financial Statements of Limited Companies
	Annual Report
	Introduction of Cost Concepts
	Cost-Volume-Profit Analysis
	Decision involving Alternate Choices.
	MODULE 2
	Introduction to Financial Management
	Time value of Money
	Introduction to Risk and Return
	Valuation of Securities
	Financial Statement Analysis
	Financial Forecasting

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- Cost of Capital
- Basics of Capital Expenditure Decisions
- Analysis of Project Cash Flows
- Cases and Exercises
- Time value of money
- Introduction to Risk and Return.
- Valuation of Securities.
- Cost of Capital.
- Basics of Capital Expenditure Decisions.

MODULE 3

- Leverage
- Capital Structure Theories
- Capital Structure Policy
- Dividend Policy
- Management of Working Capital
- Estimation of Working Capital Needs
- Inventory Management
- Receivables Management
- Treasury Management and Control
- Financing Current Assets
- Risk Analysis and Optimal Capital Expenditure Decision
- Current Development
- Cases and Exercises
- Capital Structure
- Dividend Policy

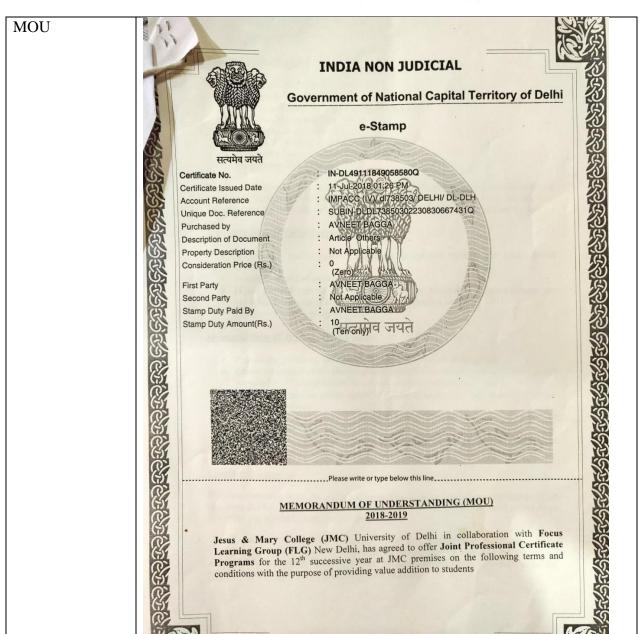
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Programs to be offered

Joint Professional Certificate Programs:

- 1) Business & Creative Writing
- 2) Corporate Communication & Public Relations
- 3) Financial Management
- 4) Investment & Risk Management
- 5) Financial Planning & Wealth Management
- 6) Personality Integration & Effectiveness
- 7) Progressive Journalism

Duration of program – 60 hours (15 sessions of 2 hours each – Classroom Interaction & 30 hours of field/practical assignments) / 6 months joint certificate / over by January Program fee – Rs. 15,000/- per student plus taxes if & so applicable from time to time

Responsibilities of Focus Learning Group

- Ensure high quality classroom delivery to enrolled students and jointly award certificates.
- Ensure smooth functioning of the programs.
- Guide for and provide any necessary learning material to support/enhance the
 experience, the cost of which to be borne by enrolled students.
- · Trainer's fee to be borne by FLG.

Responsibilities of Jesus & Mary College

- · Provide the premises, i.e. classroom with projector for all programs.
- Create awareness about the programs through posters, pamphlets and/or banners provided by FLG and utilize the college website for maximum reach.
- Help FLG organize pre-program session/s to encourage and counsel students, whenever necessary.
- Collect fee Rs. 15,000/- per student. Retain 30% of the fee i.e. Rs. 4,500 per student (Rupees Four Thousand Five Hundred Only) to meet out the facility, administration, equipment expenses and remit Rs. 10,500 per student (Rupees Ten Thousand Five Hundred Only) to FLG after last session of the programs.

Complete Agreement

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The blue round logo on the letterhead is the first and original for documentation purposes. Certificate will have the new colorful design/creation depicting the intertwined angles (to be interpreted as amalgamation of perspectives) along with the tagline for millennial generation; Your Aspirations Your Actions.

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Termination or Premature Termination of the MOU shall not release the parties from any payment, liability or any other obligation as may exist on the date of termination. However, either party can exercise the right to cancel this agreement in writing with feedback and by giving at least 30 days notice along with, in case the circumstance so requires.

For Jesus & Mary College	For Focus Learning Group
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Sr. (Dr.) Rosily Tell 17 Hard Account lege Principal Principal Charles Valuation 1 (2)	Avneet Bagga Director
Witness New Petter 11002)	Witness
Alluself !	ANITA SHARMA

NAMES OF
STUDENTS

S. No.	Name of the student	
1	Poonam Soni	×
2	Trapti Kansal	å
3	Diksha Kumar	No.
4	Himanshi Singh	#
5	Khushi Kalra	
6	Gauravi Jaiswal	8.2
7	Bhabya	
8	Isha Midha	The second
9	Akanksha John	1
10	Navdha Balhara	1
11	Ojasvi Chugh	

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ATTENDANCE SHEET	Focus Learning Group (FLG) - Jesus & Mary College (JMC) Second Financial Management
ASSESSMENT PROCEDURE AND OUTCOME	The programme gave students a platform to understand the choice of Investment and alternatives / factors affecting asset allocation. Basics and working of general and life insurance, Mutual funds, real estate markets with factors affecting risk and return, concept of estate planning were taught. It also gave them insights into working of Financial Markets, Evaluation Concept, Risk & return related to various asset classes, Value equity & bonds, Mutual Funds & Portfolio Management — The fundamentals of all these concepts were taught & explained keeping in mind the contemporary market & changes ahead. The program also centered on bettering crucial skills of individual's personality, professional communication and Emotional intelligence; that helped the students become corporate and life ready. Each of these skills is instrumental in preparing the overall development and outlook of students. After understanding these concepts, the students can apply for jobs at Banks NBFCs' & Financial Institutions. Individuals can also do freelancing provided they have thoroughly practiced the concepts taught. Participants were evaluated through quizzes, participation in discussions, presentations and project work. Student were also taken through a battery of tests and other tools in order to access these skills individually. Development areas that were limiting the potential of a student were identified and each area was worked upon for overall awareness. Students were given assignments & projects concerned with Self-analysis and Development, Communication Effectiveness and Emotional Intelligence.

NAME	CORPORATE COMMUNUICATION AND PUBLIC RELATIONS (GP02CCPR)		
COURSE OUTLINE	 History and practice of public relations in Indian and global setting The importance of communication in a spectrum of corporate setting is analyzed. Need and role of PR professionals is studied. Communication ethics, low and regulation is discussed. Media Environment in India and the world – Building and maintaining relationships of credibility with the media and 		

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developing methodology for the successful practice of media relations. The overview of the print, electronic and digital media is given and PR is understood in the context of a fast-growing, fast-changing media.

- Developing specialized skills for effective writing including brainstorming, researching, planning, structuring, wording, presenting, rewriting are taught through drill exercises in reading and understanding corporate news and literature.
- Qualitative research methodologies to produce knowledge-driven programs and to measure the outcome of marketing strategies are discussed.
- Developing strategic communication plans that include blending internal and external initiatives to accommodate core company principles are shared. Anticipating crisis situation and doing crisis management is understood. Organizing press conferences and media meetings, issuing press releases is taught.
- Even Management and Planning Importance of events for corporate marketing and the kind of events with differing deliverables is studied. The opportunity for cross promotion and co-branding to bring value addition for the client/s is understood. Preparation and budgeting for events, role of vendors and media opportunity at every stages is taught in details.
- Case Studies Introduction to real life communication campaigns by leading companies. The structure of PR firms and how they function is understood.
- Assignments



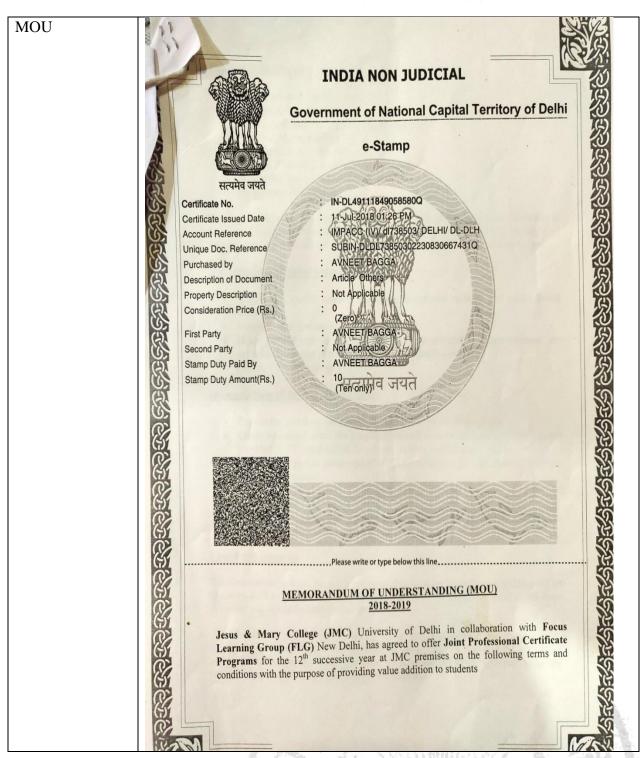
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- 5) Financial Planning & Wealth Management
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- 7) Progressive Journalism

Duration of program -60 hours (15 sessions of 2 hours each - Classroom Interaction & 30 hours of field/practical assignments) /6 months joint certificate / over by January Program fee - Rs. 15,000/- per student plus taxes if & so applicable from time to time

Responsibilities of Focus Learning Group

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- Ensure smooth functioning of the programs.
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Responsibilities of Jesus & Mary College

- Provide the premises, i.e. classroom with projector for all programs.
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- Help FLG organize pre-program session/s to encourage and counsel students, whenever necessary.
- Collect fee Rs. 15,000/- per student. Retain 30% of the fee i.e. Rs. 4,500 per student (Rupees Four Thousand Five Hundred Only) to meet out the facility, administration, equipment expenses and remit Rs. 10,500 per student (Rupees Ten Thousand Five Hundred Only) to FLG after last session of the programs.

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For Jesus & Mary College	For Focus Learning Group
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Witness	Witness
Alluself .	ANITA SUAPPUA

NAMES OF
STUDENTS

S. No.	Name of the student
1	Manpriya Kaur Sodhia
2	Jacqueline
3	Aashi Makhija
4	Melitta Stark
5	Fatima Boktoo
6	Diya Tuli
7	Aarushi
8	Sanchi Aggarwal
9	Vagisha Saharan
10	Shreya Rai
11	Anmol Shikhawat

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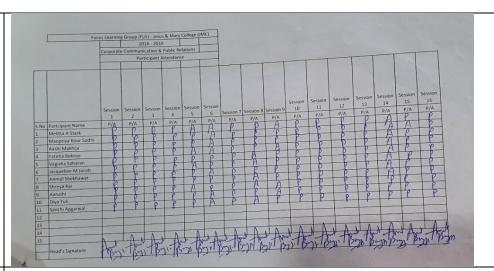


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ASSESSMENT PROCEDURE AND OUTCOME

Industry professionals were in charge of delivering the sessions using interesting case studies and newspapers/magazines were utilized as books to understand the diversity of communications space.

Films and documentaries were screened, visits were made to media houses and All India Radio to engage the students with professionals from diverse media backgrounds. Students benefited from several classroom exercises; they were able to make effective presentations and contribute to group discussions. The challenge and essence of writing was grasped through drafted mock press releases, background notes and introductions.

Some students opted for communications-oriented jobs and those keen on pursuing Post Graduate programs found these sessions and exercises very useful in their tasks ahead.

Assessments are done through viva-voce, quizzes and presentation. All students successfully completed the course for the given year.

NAME	MEDIA STUDIES (CP04MS)		
COURSE	Course Overview:		
OUTLINE	The course will cover modules of Print Media, Photography and aesthetics (to cover both indoor and outdoor shoots), Film Appreciation, TV Production, Anchoring and Radio Jockeying. Topics:		
	 Introduction to media and Journalism. Discussions about related work profiles (Indian context) Radio program Production. 		

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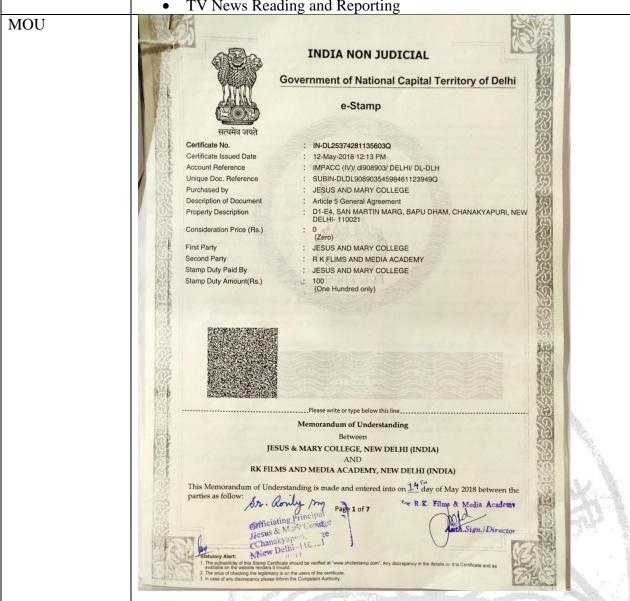
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- Voice grooming, Diction and Presentation
- Scriptwriting and Studio Training
- **Project Work**
- TVand Film Studies
- Film Appreciation, Camera Shots and Angles
- Direction basics
- **Project Work-Group Activity**
- Journalism (Print, Web, TV)
- News and report writing
- Photo Journalism
- Basics of Internet marketing
- TV News Reading and Reporting



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The Parties

The Jesus & Mary College (a constituent college of University of Delhi) located at Chanakyapuri, New Delhi- 110021 represented through its Principal, Sr. (Dr.) Rosily T.L. rjm, (hereinafter referred as JMC) which expression shall, unless excluded by or repugnant to the context, be deemed to include its administrators, executors, liquidators, successors in interest and permitted assigns of the First Part

AND

R. K. Films & Media Academy, New Delhi (an unit of R K Educational Trust) with its registered office at 8A/8, W.E.A, Karol Bagh, New Delhi 110005 through its authorized representative, Mr. Deepak Bansal (hereinafter referred as RKFMA) which expression shall, unless excluded by or repugnant to the context, be deemed to include its administrators, executors, liquidators, successors in interest and permitted assigns of the Second Part.

Whereas, the JMC is desirous of imparting skill oriented training in Media & Entertainment Industry for the prospective learners/ students seeking to learn the skills related to this sector for suitable work opportunities. And whereas, RKFMA seeks to partner with the JMC to offer specially designed add-on courses programs in the field of Media studies and etc.

Therefore JMC and RKFMA, upon the premises and covenants mentioned hereinafter, each individually a Party, and collectively referred to as Parties, agree to work together:

- OBJECT: To facilitate prospective learners/students interested in pursuing Media & Communications related add-on courses at Jesus & Mary College as proposed & conducted by RKFMA and as per annexures 1, 2 & 3 attached to this MoU.
- CERTIFICATION: On successful completion of the course(s) by learner(s), Jesus & Mary College & RKFMA shall issue joint certificate(s) of the course(s) completed countersigned by the authorized person(s) of JMC & RKFMA.
- 3. ADMINISTRATION: Students will be responsible for fulfilling all financial obligations, including tuition and all required fee applicable for the course(s) of their respective choice. Jesus & Mary College may, at its option, appoint any of its staff or faculty members to act as representatives from its College as course coordinators and key officers from College to keep track of the enrolments for the courses, its proper delivery/ training by RKFMA, fee collections, etc. to safeguard the interest of all concerned.
- 4. ADD-ON COURSE(S) TITLE, FEE, SYLLABUS, ELIGIBILITY, &OTHER DETAILS: The add-on course to be run under this MoU & their respective fee, are detailed in *Annexures* 1, 2 & 3 respectively.
- FEE SHARING, REIMBURSEMNTS & CALCULATIONS:
 JMC shall collect and share the course fee receipts for the add-on courses with RKFMA in the following ratio:

JMC (30%): RKFMA (70%)

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Tox R.K. Films & Media Academy

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JMC shall, on receipt basis, pay to RKFMA its complete fee share of 70% to meet out the expenses of advertising & publicity, lectures, tutorials & practical classes, teachers' honorarium(s).

- 6. PRINTING AND STATIONARY: JMC shall make available the admission forms for the students and retain its sale proceed with it. Any other printed material if requires, e.g. course information brochure shall be got printed by RKFMA at its option.
- RKFMA OBLIGATIONS: As a part of its deliverables for the proposed association with Jesus & Mary College, RKFMA agrees to:
- 7.1. To design and develop the syllabus, curriculums, structure of the add-on courses.
- 7.2. To design and develop facilities for conducting studio practical classes at the premises of Jesus & Mary College at the cost of JMC. For this The JMC, upon its discretion, may exercise the option of utilizing the facilities already available at the Campus of RKFMA, New Delhi.
- 7.3. Support & assist JMC in designing the brochures, pamphlets, banners etc. for effective implementation of marketing and visibility drive and public relations programs for this initiative to generate awareness about the initiative amongst the target audience. RKFMA can release advertisement(s), news and press releases (in print, electronic, web media) for the promotion of the add-on courses at own discretion and costs.
- 7.4. Maintain student's records and confidentiality of the same.
- 7.5. To advise and recommend any needed additions in number of add-on courses, advise and recommend modifications and up-dation that may be required in the existing addon courses and implement the same accordingly after the consent of JMC.

8. JESUS & MARY COLLEGE OBLIGATIONS

- 8.1. Allow use of College's logo, web-links, contact information, videos, photos or other creatives (whether in print or electronic forms) at/in RKFMA promotions materials, websites/online, activities and advertisements (whether in print or electronic forms).
- 8.2. Allot minimum one classroom in the JMC's premises with requisite furniture and fixtures, electricity, fans, lighting, instruction boards/ markers, almirah(s) etc exclusively to be used by RKFMA for the training of students enrolled in add-on courses.
- 8.3. Provide, on occasions, its College Auditorium along with audio/video/lights/power-backup and spaces within its premises for the promotion of the course to be done by RKFMA, at no extra costs.
- Collect fee for the add-on courses and maintain proper record and account of its affair at the JMC.
- Determine the timings of the classes of add on courses to be run by RKFMA, with mutual consent.
- 8.6. To ensure that the interest of RKFMA & its properties are not effected in anyway by the activities of any students and teachers unions operating in the vicinity.
- 8.7. To keep the peons/ gatekeepers/ guards/ electrical technicians, etc duly informed about the support that may be needed by RKFMA in smooth execution of the roles and responsibilities entrusted. To allow the entry of the enquiring/ admitted candidate for the courses to be run through RKFMA

Page 3 of 7

Math.Sign. Director

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To enforce upon students that no refund of fees, already paid by them, shall be entertained. Also not to allow/permit defaulting candidates to attend the classes. JMC is supposed to provide Identity cards to students.

- 9. RKFMA shall continue with its educational/ training activities elsewhere as well.
- 10. VALIDITY AND DURATION OF AGREEMENT: This MOU shall be effective immediate upon the signature of the parties and shall remain in force initially for a period of one year. The duration of this MOU can be extended for further similar duration provided a review is done by the parties after completion of this one year period.
- 11. MODIFICATION TO THE MOU: The MOU can be modified through mutual written consent of the parties to this MOU.
- 12. FORCE MAJEURE: Neither party shall be held responsible for non-fulfilment of their respective obligations under this MOU due to the exigency of one or more of the force majeure events such as but not limited to Acts of God, War, Flood, Earthquakes, Strike, Lockouts, Epidemics, Riots, Civil Commotion etc. provided on the occurrence and cessation of the other party immediately after, but not later than one month of such occurrence and/or cessation. The period between the occurrence and cessation of such event will be excluded while calculating the period during which the part has to perform the obligations under this MOU. If the force majeure conditions continue beyond six months, the parties shall then mutually decide about the future course of action.

In witness whereof the parties hereto have signed this MOU on this 14 day of May 2018 mentioned herein before at NEW DEUTL.

For and On behalf of First Part

For and on behalf of Second Part

Principal, Jesus & Mary College

Managing Trustee, RK Films & Media Academy

Dr. Rowly my

Officiating Principal Date: Double MAY 2018

Witness(es): sus & Mary College

Witness(es): horse applied principal Name: Chanakyapuri,

New Delhi-110021

Adress: S-11,

PRASAD NAGAR DELMI-110005

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Certificate Program in Media Studies

Course Overview

This course will cover modules of Print Media, Photography & Aesthetics (to cover both indoor and outdoor shoots), Film Appreciation, TV Production, Anchoring and Radio Jockeying.

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- Introduction to Media & Journalism. Discussions about related work profiles - (Indian context)
- **Radio Program Production**
- 2.1. Voice Grooming, Diction & Presentation 2.2. Scriptwriting & Studio Training 2.3. Project Work

- 3. TV & Film Studies
- 3.1. Film Appreciation, Camera Shots & Angels
- 3.2. Direction basics
- 3.3. Project Work Group Activity
 4. Journalism (Print, Web, TV)
- 4.1. News & Report Writing;
- 4.2. Photo Journalism
- 4.3. Basics of Internet Marketing
- 4.4. TV News Reading & Reporting

The sessions shall be planned with tutorials followed by bi-weekly project and academic assignment breaks to enable the students complete their projects and assignments before they progress to the next modules. Classes (theory and practical) can also be conducted at the campus of RKFMA.

Six months maximum

Total sessions / Total Hours (Theory + Practical)

Forty sessions / Sixty hours

Course Fee Rs.15,000/- in lumpsum

Minimum 10+2 qualified or equivalent.

Candidates appearing the qualifying examinations may also apply and enroll. Classes may be offered co-educational pattern as well.

Screening and shortlisting of the applicants for admissions to be conducted by the JMC & RKFMA, wherever found necessary.

Page 5 of 7

NAMES OF **STUDENTS**

S. No.	Name of the student
1	Ragini Sharma
2	Ishika Nijhara
3	Manya Rastogi
4	Malvika Mathur
5	Ann Maria Anil
6	Muskan Singla
7	Dakshina Dandriyal
8	Akriti Kispontta
9	Shalvi Mittal
10	Caroline Dcruz
11	Lubhavni Otwal

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	12	Rishika
	13	Ria Sawhney
	14	Karuna Malhotra
	15	Shareena Khan
	16	Riya Abraham
	17	Sofia
	18	Simran Gupta
	19	Shreshtha Gill
	20	Neha Miglani
	21	Ruchi Verma
	22	Roshini Tripathi
	23	Apoorva Bali
	24	Nandini Singh
	25	Merin Varghese
	26	Sana Akhtar
	27	Komal
	28	Divesha Goyal
	29	Sushmita Ray
	30	Anjori Narula
	31	Vanshika Singh
	32	Aanchal Mittal
	33	Ruchi Kansal
	34	Suruchi Sharma
	35	Mohini Singh
	36	Jyoti Choudhary
	37	Diksha Sharma
	38	Pooja Yadav
	39	Sonali Ahuja
	40	Riya Bansal
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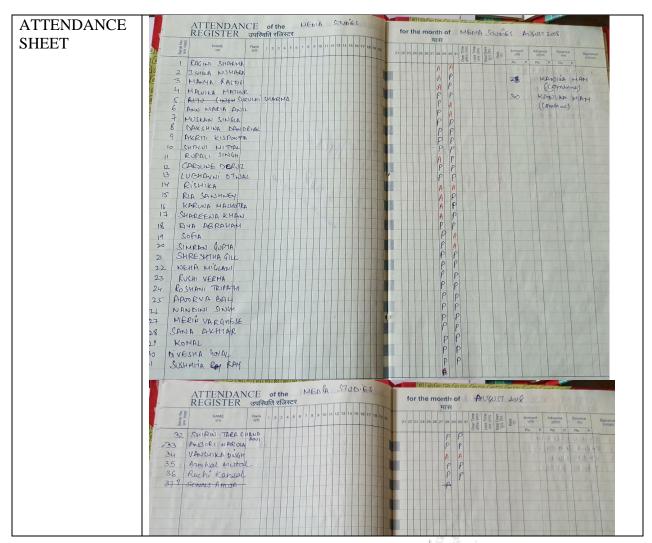
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Fax No.: +(91)-(011)-24105466
Website: http://www.jmc.ac.in
Email Id: jmcadmn@yahoo.co.in





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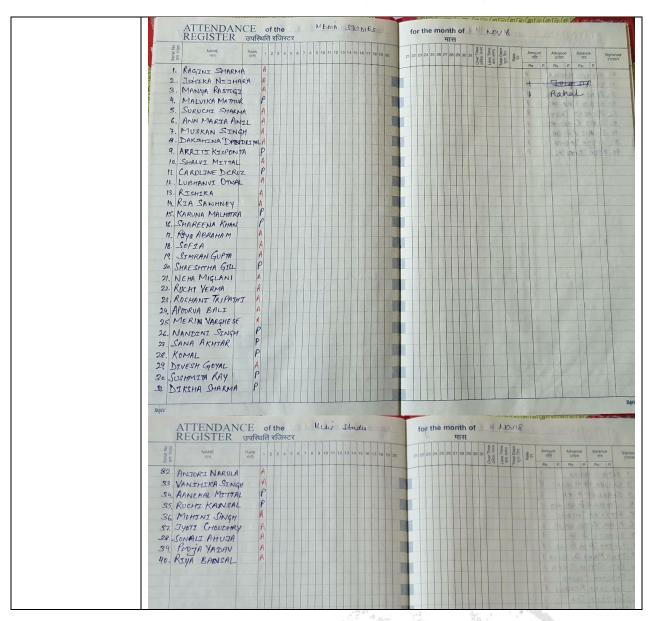


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info@jmc.ac.in principal@jmc.ac.in

	ATTENDANCE of the Media Studies for the month of March 2019	
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	36) Mohini Strat	
	31) Jyot Chevery	
	38) Sonali Ahusa	
	29 Poosa Yadar 40) Piya Bansal PP AP	
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ASSESSMENT PROCEDURE AND OUTCOME

The course aims to learn various aspects of Mass Media. The students learnt

- traditional patterns or styles of writing scripts and screenplay for films, TV shows and advertisements apart from elements of direction (particularly related to Indian regional cinema)
- manner/ techniques for voice narration whether as a storyteller, event host or radio broadcaster
- video news reporting
- basics of video editing, publishing and optimization (using a video streaming platform like YouTube)

Students were assessed on hands on activities, projects and terminal examination. All students successfully completed the course for the given year.

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NAME	ADVERTISING AND MARKETING COMMUNICATIONS
	(CP02AMC)
COURSE	Course Overview:
OUTLINE	The Advertising and Marketing Communication course programme comprises application-based instruction by industry professionals Designed to give working knowledge of Advertising and Marketing Communication and how they inter-relate, the course comprises o modules, research projects and workshops. Topics: Marketing principles and Concepts Understanding the Advertising Industry Market research
	Direct marketing
	 Advertising Campaign and Strategy
	 Public Relations and Client Servicing
	 Fundamentals of Digital Marketing
	Course Training Methodology:
	Lecture and demonstrations
MOU	INDIA NON JUDICIAL Government of National Capital Territory of Delhi e-Stamp Errificate No. Certificate No. Certificate Issued Date Account Reference Unique Doc. Reference Purchased by Description of Document Property Description Property Description Consideration Price (Rs.) First Party Second Party Stamp Duty Paid By Stamp Duty Amount(Rs.) IN-DL25374281135603Q EN-Stamp Duty Amount(Rs.) IN-DL25374281135603Q EN-Stamp Duty Paid By Stamp Duty Amount(Rs.) IN-DL25374281135603Q EN-Stamp Duty Paid By Stamp Duty Amount(Rs.)
	Please write or type below this line Memorandum of Understanding Between
	JESUS & MARY COLLEGE, NEW DELHI (INDIA) AND
	RK FILMS AND MEDIA ACADEMY, NEW DELHI (INDIA) This Memorandum of Understanding is made and entered into on $\frac{14}{3}$ ($\frac{6}{3}$ ay of May 2018 between the
	Inis Memorahdum of Understanding is made and entered into on 11 day of May 2018 between the parties as follow: Initial Continue of Cont

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info@jmc.ac.in principal@jmc.ac.in

The Parties

The Jesus & Mary College (a constituent college of University of Delhi) located at Chanakyapuri, New Delhi- 110021 represented through its Principal, Sr. (Dr.) Rosily T.L. rjm, (hereinafter referred as JMC) which expression shall, unless excluded by or repugnant to the context, be deemed to include its administrators, executors, liquidators, successors in interest and permitted assigns of the First Part

AND

R. K. Films & Media Academy, New Delhi (an unit of R K Educational Trust) with its registered office at 8A/8, W.E.A, Karol Bagh, New Delhi 110005 through its authorized representative, Mr. Deepak Bansal (hereinafter referred as RKFMA) which expression shall, unless excluded by or repugnant to the context, be deemed to include its administrators, executors, liquidators, successors in interest and permitted assigns of the Second Part.

Whereas, the JMC is desirous of imparting skill oriented training in Media & Entertainment Industry for the prospective learners/ students seeking to learn the skills related to this sector for suitable work opportunities. And whereas, RKFMA seeks to partner with the JMC to offer specially designed add-on courses programs in the field of Media studies and etc.

Therefore JMC and RKFMA, upon the premises and covenants mentioned hereinafter, each individually a Party, and collectively referred to as Parties, agree to work together:

- OBJECT: To facilitate prospective learners/students interested in pursuing Media & Communications related add-on courses at Jesus & Mary College as proposed & conducted by RKFMA and as per annexures 1, 2 & 3 attached to this MoU.
- CERTIFICATION: On successful completion of the course(s) by learner(s), Jesus & Mary College & RKFMA shall issue joint certificate(s) of the course(s) completed countersigned by the authorized person(s) of JMC & RKFMA.
- 3. ADMINISTRATION: Students will be responsible for fulfilling all financial obligations, including tuition and all required fee applicable for the course(s) of their respective choice. Jesus & Mary College may, at its option, appoint any of its staff or faculty members to act as representatives from its College as course coordinators and key officers from College to keep track of the enrolments for the courses, its proper delivery/ training by RKFMA, fee collections, etc. to safeguard the interest of all concerned.
- ADD-ON COURSE(S) TITLE, FEE, SYLLABUS, ELIGIBILITY, &OTHER DETAILS: The
 add-on course to be run under this MoU & their respective fee, are detailed in *Annexures* 1, 2
 & 3 respectively.
- FEE SHARING, REIMBURSEMNTS & CALCULATIONS:
 JMC shall collect and share the course fee receipts for the add-on courses with RKFMA in the following ratio:

JMC (30%): RKFMA (70%)

Page 2 of

Tox R.K. Films & Media Academy

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info@jmc.ac.in principal@jmc.ac.in

JMC shall, on receipt basis, pay to RKFMA its complete fee share of 70% to meet out the expenses of advertising & publicity, lectures, tutorials & practical classes, teachers' honorarium(s).

- 6. PRINTING AND STATIONARY: JMC shall make available the admission forms for the students and retain its sale proceed with it. Any other printed material if requires, e.g. course information brochure shall be got printed by RKFMA at its option.
- RKFMA OBLIGATIONS: As a part of its deliverables for the proposed association with Jesus & Mary College, RKFMA agrees to:
- 7.1. To design and develop the syllabus, curriculums, structure of the add-on courses.
- 7.2. To design and develop facilities for conducting studio practical classes at the premises of Jesus & Mary College at the cost of JMC. For this The JMC, upon its discretion, may exercise the option of utilizing the facilities already available at the Campus of RKFMA, New Delhi.
- 7.3. Support & assist JMC in designing the brochures, pamphlets, banners etc. for effective implementation of marketing and visibility drive and public relations programs for this initiative to generate awareness about the initiative amongst the target audience. RKFMA can release advertisement(s), news and press releases (in print, electronic, web media) for the promotion of the add-on courses at own discretion and costs.
- 7.4. Maintain student's records and confidentiality of the same.
- 7.5. To advise and recommend any needed additions in number of add-on courses, advise and recommend modifications and up-dation that may be required in the existing addon courses and implement the same accordingly after the consent of JMC.

8. JESUS & MARY COLLEGE OBLIGATIONS

- 8.1. Allow use of College's logo, web-links, contact information, videos, photos or other creatives (whether in print or electronic forms) at/in RKFMA promotions materials, websites/online, activities and advertisements (whether in print or electronic forms).
- 8.2. Allot minimum one classroom in the JMC's premises with requisite furniture and fixtures, electricity, fans, lighting, instruction boards/ markers, almirah(s) etc exclusively to be used by RKFMA for the training of students enrolled in add-on courses.
- 8.3. Provide, on occasions, its College Auditorium along with audio/video/lights/power-backup and spaces within its premises for the promotion of the course to be done by RKFMA, at no extra costs.
- Collect fee for the add-on courses and maintain proper record and account of its affair at the JMC.
- Determine the timings of the classes of add on courses to be run by RKFMA, with mutual consent.
- 8.6. To ensure that the interest of RKFMA & its properties are not effected in anyway by the activities of any students and teachers unions operating in the vicinity.
- 8.7. To keep the peons/ gatekeepers/ guards/ electrical technicians, etc duly informed about the support that may be needed by RKFMA in smooth execution of the roles and responsibilities entrusted. To allow the entry of the enquiring/ admitted candidate for the courses to be run through RKFMA

Page 3 of 7

1415 | 1018 Auth. Sign. Directo

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principal@jmc.ac.in

To enforce upon students that no refund of fees, already paid by them, shall be entertained. Also not to allow/permit defaulting candidates to attend the classes. JMC is supposed to provide Identity cards to students 9. RKFMA shall continue with its educational/training activities elsewhere as well. 10. VALIDITY AND DURATION OF AGREEMENT: This MOU shall be effective immediate upon the signature of the parties and shall remain in force initially for a period of one year. The duration of this MOU can be extended for further similar duration provided a review is done by the parties after completion of this one year period. 11. MODIFICATION TO THE MOU: The MOU can be modified through mutual written consent of the parties to this MOU. 12. FORCE MAJEURE: Neither party shall be held responsible for non-fulfilment of their respective obligations under this MOU due to the exigency of one or more of the force majeure events such as but not limited to Acts of God, War, Flood, Earthquakes, Strike, Lockouts, Epidemics, Riots, Civil Commotion etc. provided on the occurrence and cessation of the other party immediately after, but not later than one month of such occurrence and/or cessation. The period between the occurrence and cessation of such event will be excluded while calculating the period during which the part has to perform the obligations under this MOU. If the force majeure conditions continue beyond six months, the parties shall then mutually decide about the future course of action. In witness whereof the parties hereto have signed this MOU on this $\underline{14}^{\text{T}}$ day of May 2018 mentioned herein before at NEW SELL. For and On behalf of First Part Managing Trustee, RK Films & Media Academy Principal, Jesus & Mary College Dr. Rowly my Officiating Principal Witness(es): Sus & Mary College
Witness(es): Sus & Mary College
Name:
Adress:
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Adress: Adress: S-11, Chanakyapuri, New Delhi-110021 Page 4 of 7

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> info@jmc.ac.in principal@jmc.ac.in

Annexure 2

Certificate Program in Advertising & Marketing Communications

Course Overview

The Advertising & Marketing Communication course programme comprises application-based instruction by industry professionals. Designed to give working knowledge of Advertising and Marketing communication and how they inter-relate, the course comprises of modules, research projects and workshops.

Topics

Lessons & instructions about:

- Marketing Principles & Concepts
- Understanding the Advertising Industry
- Market Research Direct Marketing

- Advertising Campaign & Strategy Integrated Marketing Communication
- Public Relations & Client Servicing

Course Training methodology Lecture and demonstrations

Course Duration

Six months maximum

Total sessions / Total Hours

Forty sessions / Sixty hours

Course Fee Rs.15,000/-

Eligibility

Minimum 10+2 qualified or equivalent.

Candidates appearing the qualifying examinations may also apply and enroll.

Classes may be offered co-educational pattern as well.

Screening and shortlisting of the applicants for admissions to be tom dukted by the MACI & AKENNA, wherever found necessary. Reta

Page 6 of 7

NAMES OF	S. No.	Name of the student
STUDENTS	1	Pooja Kakkar
	2	Shilpa Khatura
	3	Sharon Madan
	4	Simran Chaudhary
	5	Ritikaa Thomas
	6	Arshi Ahluwalia
	7	Blessy Jacob
	8	Kirthy Jayaprakash
	9	Tina Mary Sachdeva

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T	T	
10	Biti Sophia Soren	
11	Snigdha Chopra	
12	Sanjana Aswani	
13	Geetika Jha	
14	Nandini Gupta	
15	Mehak Joshi	
16	Santushti Puri	
17	Srishti Kumar	
18	Vani Jain	
19	Shubika Goel	
20	Mansi	
21	Nupur Ratnani	
22	Ritu Singh	
23	Anshita Dubey	
24	Sneha Jain	
25	Harneet Gugnani	
26	Kshamta Gulati	
27	Sakshi	*
28	Pundra Juneja	3
29	Jagriti	
30	Payal Kumari	
31	Apoorva Vardhan	
32	Esha Dua	
33	Sania Saifi	11
34	Supriya Babuta	
35	Shirin Tara Chandani	
36	Rupali Singh	
37	Riddhi	
38	Kathanika	HE SAN
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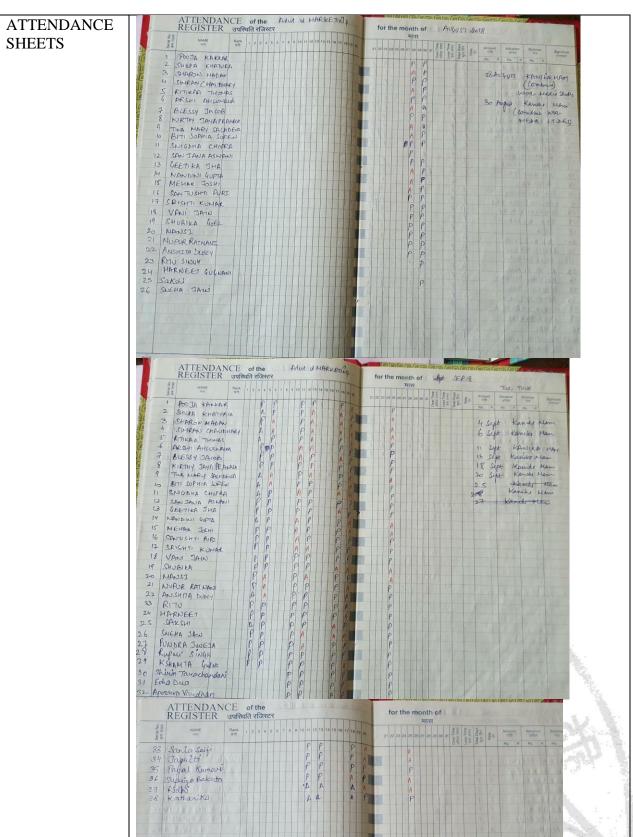
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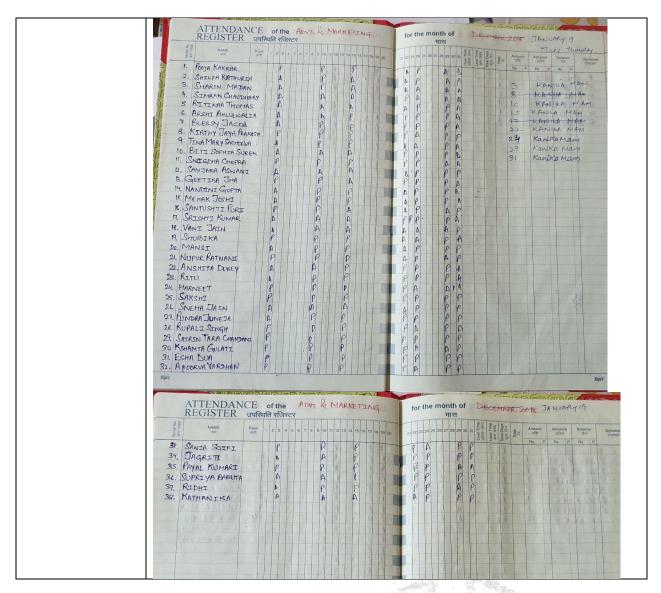
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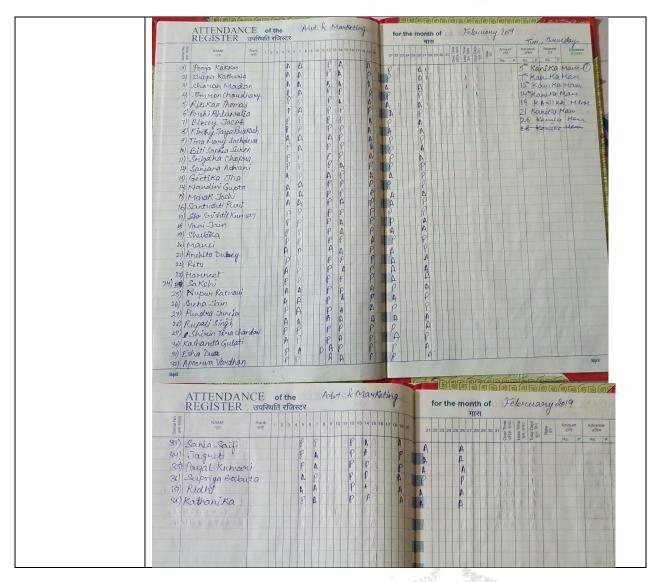


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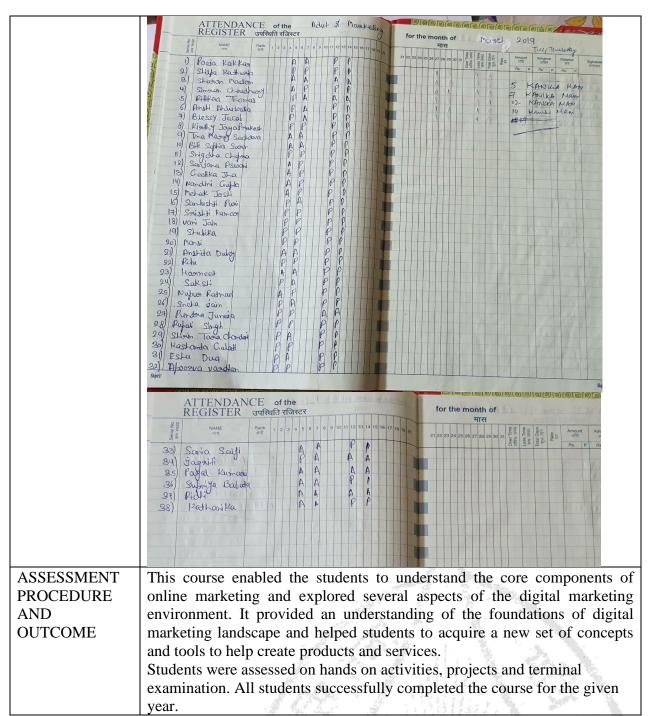


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NAME	CAMERA AND PHOTOGRAPHY (CP01CP)
COURSE	Course Overview:
OUTLINE	The course is designed to introduce the participant to the key elements of
	photography, both aesthetic and technical. It lets you to be in control of the
	camera and not vice versa.
	Topics:

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- Basics of Photography
- Composition, exposure, lighting, lenses, depth of field, macro photography, use of tripods, polarizing filters etc.
- Development of cameras and accessories
- Digital concepts and features of modern DSLR and bridge cameras
- Practical sessions covering
- Table tops
- Food photography
- Portraits

Course Training Methodology:

• Lecture demonstrations, special studio session, field trips (sports, architecture and street scenes), exhibitions, photo walls, assignments, etc.

MOU INDIA NON JUDICIAL Government of National Capital Territory of Delhi e-Stamp Certificate No. : IN-DL25374281135603Q Certificate Issued Date 12-May-2018 12:13 PM Account Reference IMPACC (IV)/ dl908903/ DELHI/ DL-DLH SUBIN-DLDL90890354598461123949Q Unique Doc. Reference Purchased by JESUS AND MARY COLLEGE **Description of Document** Article 5 General Agreement D1-E4, SAN MARTIN MARG, BAPU DHAM, CHANAKYAPURI, NEW DELHI- 110021 Property Description Consideration Price (Rs.) First Party JESUS AND MARY COLLEGE Second Party R K FLIMS AND MEDIA ACADEMY Stamp Duty Paid By JESUS AND MARY COLLEGE Stamp Duty Amount(Rs.) Memorandum of Understanding Between JESUS & MARY COLLEGE, NEW DELHI (INDIA) RK FILMS AND MEDIA ACADEMY, NEW DELHI (INDIA) This Memorandum of Understanding is made and entered into on 14 day of May 2018 between the Sr. Ronly my Page 1 of 7 ns & Media Academs Officiating Princi Conalge Chanakyap NNew Delhi-

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Therefore JMC and RKFMA, upon the premises and covenants mentioned hereinafter, each individually a Party, and collectively referred to as Parties, agree to work together:

- OBJECT: To facilitate prospective learners/students interested in pursuing Media & Communications related add-on courses at Jesus & Mary College as proposed & conducted by RKFMA and as per annexures 1, 2 & 3 attached to this MoU.
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- 7.1. To design and develop the syllabus, curriculums, structure of the add-on courses.
- 7.2. To design and develop facilities for conducting studio practical classes at the premises of Jesus & Mary College at the cost of JMC. For this The JMC, upon its discretion, may exercise the option of utilizing the facilities already available at the Campus of RKFMA, Naw Delhi
- 7.3. Support & assist JMC in designing the brochures, pamphlets, banners etc. for effective implementation of marketing and visibility drive and public relations programs for this initiative to generate awareness about the initiative amongst the target audience. RKFMA can release advertisement(s), news and press releases (in print, electronic, web media) for the promotion of the add-on courses at own discretion and costs.
- 7.4. Maintain student's records and confidentiality of the same.
- 7.5. To advise and recommend any needed additions in number of add-on courses, advise and recommend modifications and up-dation that may be required in the existing addon courses and implement the same accordingly after the consent of JMC.

8. JESUS & MARY COLLEGE OBLIGATIONS

- 8.1. Allow use of College's logo, web-links, contact information, videos, photos or other creatives (whether in print or electronic forms) at/in RKFMA promotions materials, websites/online, activities and advertisements (whether in print or electronic forms).
- 8.2. Allot minimum one classroom in the JMC's premises with requisite furniture and fixtures, electricity, fans, lighting, instruction boards/ markers, almirah(s) etc exclusively to be used by RKFMA for the training of students enrolled in add-on courses.
- 8.3. Provide, on occasions, its College Auditorium along with audio/video/lights/power-backup and spaces within its premises for the promotion of the course to be done by RKFMA, at no extra costs.
- 8.4. Collect fee for the add-on courses and maintain proper record and account of its affair at the IMC.
- 8.5. Determine the timings of the classes of add on courses to be run by RKFMA, with mutual consent
- 8.6. To ensure that the interest of RKFMA & its properties are not effected in anyway by the activities of any students and teachers unions operating in the vicinity.
- 8.7. To keep the peons/ gatekeepers/ guards/ electrical technicians, etc duly informed about the support that may be needed by RKFMA in smooth execution of the roles and responsibilities entrusted. To allow the entry of the enquiring/ admitted candidate for the courses to be run through RKFMA

Page 3 of 7

Auth. Sign. Director

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> info@jmc.ac.in principal@jmc.ac.in

To enforce upon students that no refund of fees, already paid by them, shall be entertained. Also not to allow/permit defaulting candidates to attend the classes. JMC is supposed to provide Identity cards to students.

9. RKFMA shall continue with its educational/training activities elsewhere as well.

10. VALIDITY AND DURATION OF AGREEMENT: This MOU shall be effective immediate upon the signature of the parties and shall remain in force initially for a period of one year. The duration of this MOU can be extended for further similar duration provided a review is done by the parties after completion of this one year period.

11. MODIFICATION TO THE MOU: The MOU can be modified through mutual written consent of the parties to this MOU.

12. FORCE MAJEURE: Neither party shall be held responsible for non-fulfilment of their respective obligations under this MOU due to the exigency of one or more of the force majeure events such as but not limited to Acts of God, War, Flood, Earthquakes, Strike, Lockouts, Epidemics, Riots, Civil Commotion etc. provided on the occurrence and cessation of the other party immediately after, but not later than one month of such occurrence and/or cessation. The period between the occurrence and cessation of such event will be excluded while calculating the period during which the part has to perform the obligations under this MOU. If the force majeure conditions continue beyond six months, the parties shall then mutually decide about the future course of action.

In witness whereof the parties hereto have signed this MOU on this 14 day of May 2018 mentioned herein before at NEW DEVIL.

For and On behalf of First Part

Principal, Jesus & Mary College

For and on behalf of Second Part

Managing Trustee, RK Films & Media Academy

Dr. Ronly my Officiating Principal

Witness(es): Sus & Mary College
Witness(es): Sus & Mary College
Name:
Adress:

New Definition of the Mary College
Chanakyapuri

Chanakyapuri, New Delhi-110021 Witness(es): Name: N. Adress: S-11,

DELMI

Page 4 of 7

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> > Annexure 3

Auth.Sign./Director

Certificate Program in Camera & Photography

Course Overview

This course is designed to introduce the participant to the key elements of photography, both aesthetic and technical. It lets you be in control of the camera and not vice versa.

Practical Instructions & Activities

- Basics of Photography
- Composition, exposure, lighting, lenses, depth of field,
- macro photography, use of tripods, polarizing filters etc.
- Development of cameras and accessories
- Digital concepts and features of modern DSLR and bridge cameras.
- Practical sessions covering
 - table tops
 - food photography
 - portraits

Course Training methodology

Lecture demonstrations, special studio session, field trips (sports, architecture and street scenes), exhibition. Photo-walks, assignments, etc,

Camera Required:

DSLR camera with manual adjustments for Aperture & Shutter

Course Duration

Six months maximum

Total sessions / Total Hours

Thirty six sessions / fifty four hours

Course Fee

Rs.15,000/-

Eligibility

Minimum 10+2 qualified or equivalent. Candidates appearing the qualifying examinations may also apply and enroll. Classes may be offered co-educational pattern as well. Screening and shortlisting of the applicants for admissions to be conducted by the JMC & RKFMA, wherever found necessary.

Page 7 of 7

NAMES OF	S. No.	Name of the student
STUDENTS	1	Akansha Sharma
	2	Ebbani Gwyneth Roy
	3	Khushi Gupta
	4	Tanvi Gupta
	5	Vani singh
	6	Asees Kaur
	7	Tamanna Satsangi
	8	Riddhima Verma

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ASSESSMENT PROCEDURE AND OUTCOME The objective of this course is to pursue basic knowledge of photographic process through a DSLR. Image composition, technical operation, content and the essential knowledge for completion of a final image portfolio serve as primary objectives. Individual creativity, visual problem solving and precise craftsmanship is emphasized. Students were assessed on hands on activities, projects and terminal examination. All students successfully completed the course for the given year.

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NAME	FRENCI	H LANGUAGE (CP08FR)	
NAMES OF	S. No.	Name	
STUDENTS	1)	AASTHA ELIZABETH GEORGE	
ENROLLED	2)	ADEENA	
	3)	AKANSHA SAXENA	
	4)	AKSA MERIN CHACKO	
	5)	ANGELINA FRANCIS	
	6)	ANOUSHKA SINGH	
	7)	APOORVA JHA	
	8)	ATIKA REHMAN	
	9)	BHAVIKA	
	10)	CHESHTA	
	11)	DIKSHA JASWAL	
	12)	DIYA JOSEPH	
	13)	ESHIKA PANWAR	
	14)	INJILA ABBASI	
	15)	ISHITA DHIR	
	16)	LIYA THOMAS	
	17)	MAHIMA NAGPAL	
	18)	MANYA JAIN	
	19)	MEERA SURESH T	
	20)	MONAL NASA	
	21)	MUSKAN DATTA	
	22)	NAMRATA CHATTERJEE	
	23)	NEERAN	
	24)	NEHA SINGH	
	25)	NEHA WADHWA	
	26)	PALLAVI SINGH	
	27)	PARUL	No.
	28)	POOJA VERMA	
	29)	PRINKA	3. 1
	30)	RASHI	724 E
	31)	RIFAT	
	32)	RITIKA GOHANI	
	33)	SIMRAN MAAN	
	34)	SNEHA PRIYADARSHINI	A CO
	35)	STUTI VICTOR DAVID	
	36)	SUKANYA MAHAJAN	
	37)	VANSHIKA SRIVASTAVA	
	38)	VINEESSA BENNY	
	39)	ZOYA SAMAD	

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ATTENDANCE RECORD

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Sl.No.	FRENCH CERTIFICATE 2018-19 Name of the student
1	AASTHA ELIZABETH GEORGE
2	ADEENA
3	AKANSHA SAXENA
4	AKSA MERIN CHACKO
5	ANGELINA FRANCIS
6	ANOUSHKA SINGH
7	APOORVA JHA
8	ATIKA REHMAN
9	BHAVIKA
10	CHESHTA
11	DIKSHA JASWAL
12	DIYA JOSEPH
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31	RIFAT
32	RITIKA GOHANI
33	SIMRAN MAAN
34	SNEHA PRIYADARSHINI
35	STUTI VICTOR DAVID
36	SUKANYA MAHAJAN
17	VANSHIKA SRIVASTAVA
8	VINEESSA BENNY
9	ZOYA SAMAD

ASSESSMENT PROCEDURE AND OUTCOME Assessment included on-going projects, assignments and terminal examination. All students successfully completed the course for the year.

NAME	SPANIS	H LANGUAGE (CP09SP)	
NAMES OF	S. No.	Name	
STUDENTS	1)	AVNI KHAJURIA	
ENROLLED	2)	AYUN NAIR	
	3)	B MANISHA	

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	4)	ELSIT	'A JOLLY MATHEW	
	5)		NI NARANG	
	6)	JITES		
	7)		L SHARMA	
	8)		KUMARI	
	9)		KA BISHT	
	10)	†	KA TOMAR	
	11)		HA GOENKA	
	12)	1	NI SAMANTA	
	13)		IL WADHWA	
	14)		ANNA UPNEJA	
	15)		A SUNEJA	
	16)		HIKA RAWAT	
	17)		ALA BHARDWAJ	
	18)			
ATTENDANCE	10)	VKIII	ARORA	
RECORD	Chanaky	University of E vapuri, New De ed by NAAC w	elhi - 110021	Tel No. : +(91)-(011)-26110041, 26875400 Fax No. : +(91)-(011)-24105466 Website : http://www.jmc.ac.in Email Id : admin@jmc.ac.in info@jmc.ac.in principal@jmc.ac.in
		Sl.No.	Name of the student	
		2	AVNI KHAJURIA AYUN NAIR	
		3	B MANISHA	
			ationy	

Sl.No.	Name of the student	
1	AVNI KHAJURIA	
2	AYUN NAIR	
3	B MANISHA	
4	ELSITA JOLLY MATHEW	
5	HIMANI NARANG	
6	JITESH	
7	KAJAL SHARMA	
8	KIRTI KUMARI	
9	KIRTIKA BISHT	
10	KUNIKA TOMAR	
11	RAKSHA GOENKA	
12	SAYANI SAMANTA	
3	SHERIL WADHWA	
4	TAMANNA UPNEJA	
5	TANYA SUNEJA	
6	VANSHIKA RAWAT	
7	VATSALA BHARDWAJ	
8	VRITI ARORA	

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ASSESSMENT PROCEDURE AND OUTCOME Assessment included on-going projects, assignments and terminal examination. All students successfully completed the course for the year.

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3)LIST OF STUDENTS SIGNED BY PRINCIPAL FOR ALL COURSESS

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Sl.No.	Name of the student
1	Pooja Kakkar
2	Shilpa Khatura
3	Sharon Madan
4	Simran Chaudhary
5	Ritikaa Thomas
6	Arshi Ahluwalia
7	Blessy Jacob
8	Kirthy Jayaprakash
9	Tina Mary Sachdeva
10	Biti Sophia Soren
11	Snigdha Chopra
12	Sanjana Aswani
13	Geetika Jha
14	Nandini Gupta
15	Mehak Joshi
16	Santushti Puri
17	Srishti Kumar
18	Vani Jain
19	Shubika Goel
20	Mansi
21	Nupur Ratnani
22	Ritu Singh
23	Anshita Dubey
24	Sneha Jain
25	Harneet Gugnani
26	Kshamta Gulati
27	Sakshi
28	Pundra Juneja
29	Jagriti
30	Payal Kumari
31	Apoorva Vardhan
32	Esha Dua
33	Sania Saifi
34	Supriya Babuta
35	Shirin Tara Chandani
36	Rupali Singh
37	Riddhi
38	Kathanika

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Sl.No.	MEDIA STUDIES 2018-19 Name of the student	principal@jmo
1	Ragini Sharma	
2	Ishika Nijhara	
3	Manya Rastogi	
4	Malvika Mathur	
5	Ann Maria Anil	
6		
7	Muskan Singla	
8	Dakshina Dandriyal	
9	Akriti Kispontta Shalvi Mittal	
10	Caroline Deruz	
11	Lubhavni Otwal	
12	Rishika	
13	Ria Sawhney	
14	Karuna Malhotra	
15	Shareena Khan	
16	Riya Abraham	
17	Sofia Sofia	
18		
19	Simran Gupta	
20	Shreshtha Gill Neha Miglani	
21	Ruchi Verma	
22	Roshini Tripathi	
23	Apoorva Bali	
24	Nandini Singh	
25	Merin Varghese	
26	Sana Akhtar	
27	Komal	
28	Divesha Goyal	
29	Sushmita Ray	
30	Anjori Narula	
31	Vanshika Singh	
32	Aanchal Mittal	
33	Ruchi Kansal	11.5/
34	Suruchi Sharma	11 1 1835
35	Mohini Singh	11/1/
36	Jyoti Choudhary	1111/2 N CW
37	Diksha Sharma	1111/1/2 1 751
38	Pooja Yaday	400////
39	Sonali Ahuja	
40	Riya Bansal	

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Camera & Photography 2018-19

Sl.No.	Name of the student	
1	Akansha Sharma	
2	Ebbani Gwyneth Roy	
3	Khushi Gupta	
4	Tanvi Gupta	
5	Vani singh	
6	Asees Kaur	
7	Tamanna Satsangi	
8	Riddhima Verma	

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CORPORATE COMMUNICATION & PUBLIC RELATIONS 2018-19

Sl.No.	Name of the student	
1	Manpriya Kaur Sodhia	
2	Jacqueline	
3	Aashi Makhija	
4	Melitta Stark	_
5	Fatima Boktoo	
6	Diya Tuli	
7	Aarushi	
8	Sanchi Aggarwal	
9	Vagisha Saharan	
10	Shreya Rai	
11	Anmol Shikhawat	

Financial Management 2018-19

Sl.No.	Name of the student
1	Poonam Soni
2	Trapti Kansal
3	Diksha Kumar
4	Himanshi Singh
5	Khushi Kalra
6	Gauravi Jaiswal
7	Bhabya
8	Isha Midha
9	Akanksha John
10	Navdha Balhara
11	Ojasvi Chugh

Sr. Rosily 7mm

Principal

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CERTIFICATE 2018-19

Sl.No.	Name of the student
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3	AKANSHA SAXENA
4	AKSA MERIN CHACKO
5	ANGELINA FRANCIS
6	ANOUSHKA SINGH
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8	ATIKA REHMAN
9	BHAVIKA
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11	DIKSHA JASWAL
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18	MANYA JAIN
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20	MONAL NASA
21	MUSKAN DATTA
22	NAMRATA CHATTERJEE
23	NEERAN
24	NEHA SINGH
25	NEHA WADHWA
26	PALLAVI SINGH
27	PARUL
28	POOJA VERMA
29	PRINKA
30	RASHI
31	RIFAT
32	RITIKA GOHANI
3	SIMRAN MAAN
4	SNEHA PRIYADARSHINI
5	STUTI VICTOR DAVID
6	SUKANYA MAHAJAN
7	VANSHIKA SRIVASTAVA
8	VINEESSA BENNY
9	ZOYA SAMAD

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Sl.No.	SPANISH CERIFICATE 2018-19	рппсіраі@јтс.ас.і
	Name of the student	
1	AVNI KHAJURIA	
2	AYUN NAIR	
3	B MANISHA	
4	ELSITA JOLLY MATHEW	
5	HIMANI NARANG	
6	JITESH	
7	KAJAL SHARMA	
8	KIRTI KUMARI	
9	KIRTIKA BISHT	
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5	TANYA SUNEJA	
6	VANSHIKA RAWAT	
7	VATSALA BHARDWAJ	
8	VRITI ARORA	

Dr. Rosily 7mm

Principa