

Programme 6 - ASAP Foundation Course 2018



Additional Skill Aquisition Programme (ASAP) Govt Arts & Science College Chittur

Additional Skill Aquisition Programme (ASAP), a joint initiative of Higher and Public Education Departments of Govt of Kerala, is aimed at inculcating and improving the Employability of the youth of Kerala. The ASAP unit of Govt college Chittur is directed towards providing employability skills and improving communication skills in English. ASAP, being a part of the skill development ecosystem of Kerala, works on the preventive side by training Higher Secondary and Graduate students, offering skill courses to students in need of immediate employment.

The project activities for the current year (2018-19) startede with a student orientation by Miss Shini P, Programme Manger in charge of SDC Govt Victoria College. The Orientation team visited every first year classes of the college and provided an insight into the activities of ASAP and advantage of being a part of it. Interested students applied for becoming a part of the project. 50 students applied to



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join the program. After the application scrutiny and interview, 28 students were selected to become a part of the ASAP Batch 2018-19.

A meeting of the parents of selected students was conducted, The project, its objective, courses: its duration and details were communicated to the parents. After Parents meeting they submitted an agreement in stamp paper Rs 200 was submitted to join the course.

ASAP Batch for 2018-19 was constituted with 28 students and Foundation classes were commenced on December 17 2018. There are 26 girls and 2 boys in the batch. Foundation course contains 180 hours of training with 100 hours of Communicative English training and 80 hours of Information Technology sessions.

The Government of Kerala has launched the Additional Skill Acquisition Programme (ASAP) to revitalize and enrich this human resource talent pool to meet the challenges of a fast growing economy. Communication skills and English language proficiency have been identified as two core areas that need to be strengthened in our young learners. Communicative English sessions were crafted around this objective.

This course deviates from the usual run of Communicative English Courses, in that it aims at generating better equipped and skilled individuals with critical and creative acumen for entry into various service sectors.

Advanced skill modules of about 120-250 hours supplement the Foundation Module and upgrade cutting-edge practical knowledge and skill in the students, in an area of specialization of their choice. Skill training is delivered by ASAP in tie-up with industry experts and trainers after undergoing skill training, thereby offering quality delivery of the Skill modules, with the added benefit of internship at the concerned industries offering an opportunity for hands-on experience.

For the students of our college we are allotted the Retail Sales Associate course. The Course was allotted as a single institution model in which all of our students were enrolled into the same course.

Retail sector is the world's fifth-largest global destination in the retail space and due to the entry of several new players; the Indian retail industry has emerged as one of the most dynamic and fast-paced. As it accounts for over 10 per cent of the country's GDP and around 8 per cent of the employment, it is one of the most important industries in India. E-commerce is also expanding steadily in the country enabling customers have more choices of products at lower rates. E-commerce is probably creating the biggest revolution in the retail industry, and this trend is expected to continue in the years to come.

The course is aimed to equip trainees to confidently interact with customers by giving specialized service and product demonstrations to maximize business in a retail



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environment whilst striving for continuous improvements in levels of services rendered. On successfully completing the course, the trainees shall be proficient in effectively dealing with various customers, proactively demonstrating products to customers, providing specialist support to facilitate purchase, providing solutions to customer queries, maintaining basic hygiene factors at the workplace, providing both sales and after sales support and promote continuous improvement in service while working in a team.

Jingle bells : ASAP Magazine.

The Magazine prepared by ASAP students Excellence: Jingle bells, the christmas Edition was published. The magazine featured work from all 28 students of ASAP. The magazine is aimed at enhancing creativity of the ASAP Students of Govt College Chittur.




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& ENTREPRENEURSHIP
GOVERNMENT OF INDIA



N.S.D.C
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Certificate

This is to certify that
Sreepriya S

has successfully cleared the assessment for the role of
Retail Sales Associate (RAS/Q0104)
conforming to National Skills Qualifications Framework Level - 4

Issued by Chairperson & Managing Director

Institution Name Additional Skill Acquisition Programme Kerala

Signature *[Handwritten Signature]*



[Handwritten Signature]
Anuja Mittal
Chairperson
Retailers Association's Skill Council of India

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