

# SUBHARTI SCHOOL OF VOCATIONAL STUDIES (SSVS)

A unit of  
**Swami Vivekanand Subharti Universtiy**  
*Meerut, Uttar Pradesh (India)*

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*Information*  
**BROCHURE**

*Skill Oriented Programs*



# VOCATIONAL STUDIES



## ABOUT SUBHARTI

Swami Vivekanand Subharti University is a University under Section 2(f) of the University Grants Commission Act, 1956 set up under the Swami Vivekanand Subharti Vishwavidyalaya Uttar Pradesh Adhiniyam, 2008 (U.P. Act No. 29 of 2008) as passed by the Uttar Pradesh Legislature and assented to by the Hon'ble Governor of Uttar Pradesh in September 2008.

The main campus of the University is in the National Capital Region, strategically situated on National Highway 58, Delhi-Meerut-Haridwar Bypass Road, Meerut. The campus, aptly called Subhartipuram, is spread over a sprawling area of about 250 acres of land comprising magnificent buildings, lush green lawns and vibrant surroundings with over 8000 people, determined to make this a 'Jewel' in the Crown of the Nation.



## ABOUT VOCATIONAL PROGRAMS

Vocational Programs are introduced to promote the idea of learning while working as an alternative to conventional study and trying for a job approach respectively. It supports the central government's objective of enhancing the standard of human resources as a key component of the new education policy introduced by the government. A vocational qualification can be a terrific way to stand out to employers and provides students the practical skills they need to begin climbing the professional ladder as soon as they graduate. Here, the students are not supposed to pursue professional experience at the whim of fate but are followed by the proper knowledge and rare skillset along with placement assistance. The students begin receiving internships/job training in the industry vertical in which they choose to graduate right after orientation.





## THE FOUNDER

Dr Mukti Bhatnagar, a dynamic, versatile, charismatic and multidimensional personality was a Professor of Medicine and a teacher of high acclaim and repute. She completed her graduation (MBBS) and post graduation (MD in General Medicine) from M.L.N. College, Allahabad. She is also specialized in Post Graduate Diploma in Maternal and Child Health, and Geriatric Medicine from Indira Gandhi National Open University, New Delhi.

She excelled in extra-curricular activities, which include debates, declamations, dramatics, Indian classical vocal and instrumental music, dancing, fine arts, athletics etc. She underwent specialized training in Imaging Techniques at Blackpool, Preston and at Southampton Royal Hospital in the United Kingdom and has had the honor of being invited by the National Institute of Social Defence as a Resource Person, to Lecture students of six months and one-year Diploma Course on Integrated Geriatric Care.

She had the most coveted distinction of presenting lectures on "Physical Disability in the Elderly" and on "Physical Rehabilitation: Disabilities in Old Age" before an august gathering of "SAARC" member countries. In recognition of her dedicated services in the field of education, health and social service, she was conferred with the 'U.P. Ratna' by all India Conference of Intellectuals. She received the 'Mahila Gaurav Samman' on International Women's Day from U.P. Films Photo Journalist Welfare Association (Regd.) for her commitment to the cause of Women upliftment and empowerment.

She has been decorated with the "Rajiv Gandhi Shiromani Award" by The National Integration and Economic Council, New Delhi for her unstinted contribution towards the spread of peace and harmony in the community.

She was honoured by C.C.S. University 'Service towards the Women Welfare' on International Women's Day by Department of History, C.C.S. University Meerut, 2011. She was felicitated by the Consortium of Competence in Education for her Excellence in this field. Since then she has been winning multiple awards and recognition for her work. The most recent being her selection as a member of the Medical Council of India.

Another feather was added to her cap when she was also honored with D.Litt. Degree.

**Jai Hind!**

**A Journey of a thousand miles must begin with a single step.**

- Lao Tzu.

**Prof. (Dr.) Mukti Bhatnagar**  
MBBS, MD, PGDMCH  
(1957 - 2021)





**According to Letter No. D.O.No.F.2-7/2014 (CC/NVEQF)/  
Misc. Dated on August 3, 2016:**

- (1) Bachelor of Vocation (B. Voc.), a Bachelor level degree specified by UGC under section 22(3) of UGC Act, 1956 and notified in the official Gazette of India dated January 19, 2013 be recognized at par with the other Bachelor level degrees for competitive exams conducted by Union/State Public Service Commission, Staff Selection Commission or other such bodies where the eligibility criteria are "Bachelor Degree in any discipline".
- (2) Students with B.Voc. Degrees should be considered eligible for the trans-disciplinary vertical mobility into such courses where the entry qualification is Bachelor's Degree without specific requirements in a particular discipline.



# THE CEO



Prof. (Dr.) Shalya Raj  
MDS

Never Say 'No', never say 'I cannot', for you are infinite.  
All the power is within you. You can do anything.

-Swami Vivekananda

Dr. Shalya Raj, did her graduation from SDM College of Dental Sciences, Dharwad & completed her Masters in Conservative Dentistry & Endodontics from Subharti Dental College. Her Keen interest in academic reflected in the fact that she has published numerous research papers, articles and books early in her career.

She is also the guide to a few selected students pursuing research. She is a popular teacher, academician, good clinician and above all, a dedicated human being. It is these qualities that make her an integral part of all cultural and social events of the university. She is a trained Kathak dancer & Hindi classical singer & her efforts have won her various accolades in the field of painting, craft & drama.

Dr. Shalya has received over 31 awards for her work in social academic field. "CEO of the year Award." by SUMMENTOR PRO. Under her guidance, 'The Trust' received the award of 'Globe Peace Ambassdar' conferred by IBEIYAAAED. The Trust also received appreciation for donations to the 'Army Welfare Fund' and the 'CM RELIEF FUND' Utrakhand.

Most recently the university was nominated among the top 9 centres in the field of social work. She is an active trustee of the MTV Trust. Realizing her sense of purpose and a state of direction, the board of trustees have nominated her as the CEO of the University.

## BECOME A SKILL HUB JOIN THE SKILL INDIA NETWORK



NEW INDIA | NEW OPPORTUNITIES | NEW PROSPERITY

# INTRODUCTION TO

# VOCATIONAL COURSES

## VOCATIONAL COURSES

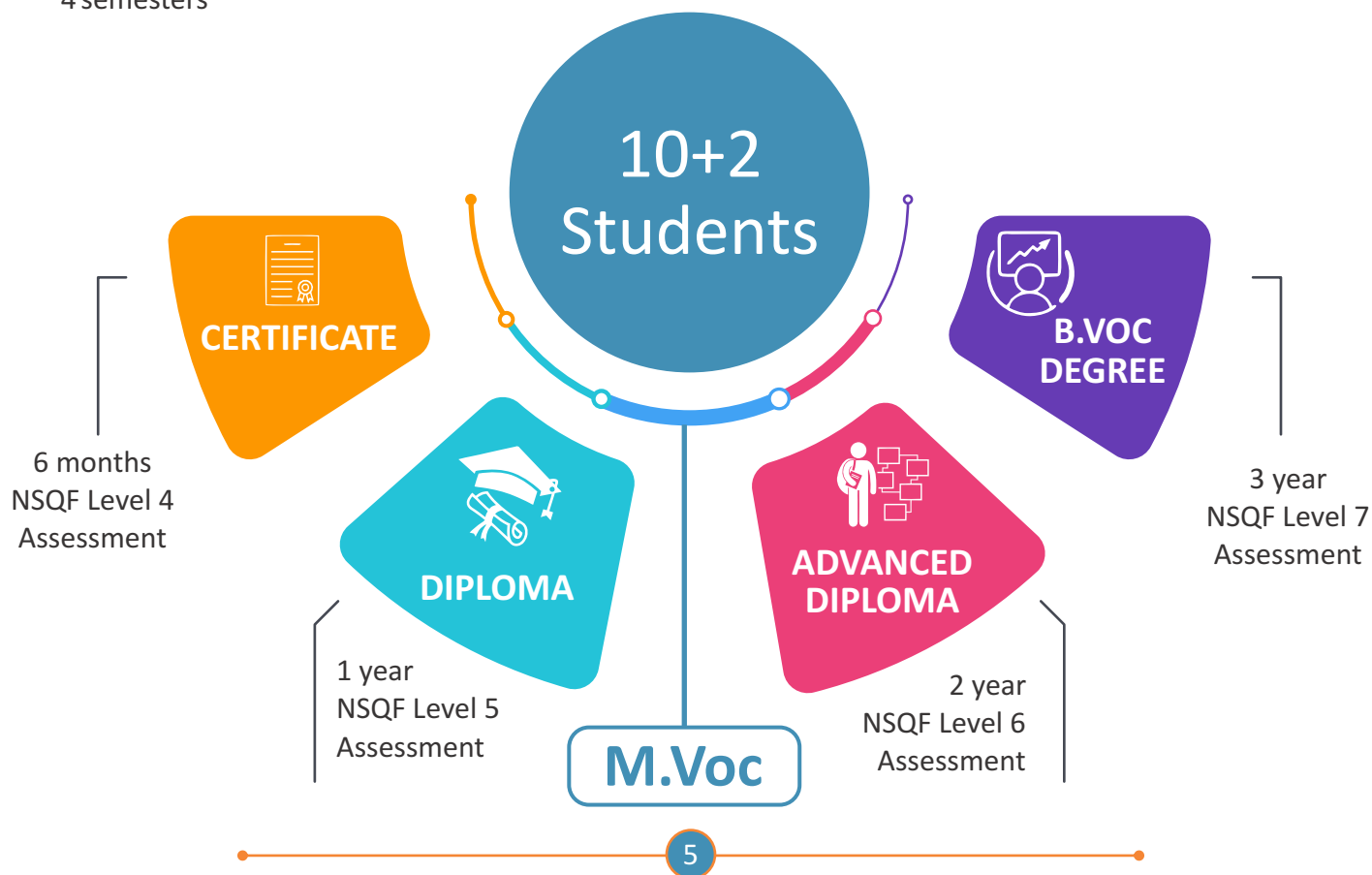
"Skill-based education should be the foundation of modern education", with a similar view, the University Grants Commission (UGC), in 2013, introduced the Bachelor of Vocational, commonly known as B.Voc degree program with multiple entry and exit points. B.Voc is a three-year program that specifically focuses on skill development and make the students industry-ready. Today, there are more than 100 disciplines/trades for which the B.Voc degree courses are available. Some of the most popular courses include B.Voc in Retail Marketing, Food Processing, Healthcare, Technology, and Renewable Energy.

The General Education Components (GEC) and Skill Education Components (SEC) would be appropriately balanced in each semester/year of the program's curriculum at a predetermined ratio of 40:60.

Overall Credits - A degree can be completed in three years with 180 credits, or 30 credits every semester.

## DURATION OF THE COURSE

The duration of this bachelor course will be 3 years i.e., 6 semesters with the flexibility of exit after completion of 2<sup>nd</sup> & 4<sup>th</sup> semesters. On the other hand, the duration of the master's will be of 2 years in 4 semesters





# Scope of DIFFERENT VOCATIONAL COURSES



The field of paramedics is expanding. Numerous opportunities exist, including those in paramedicine, **Health Administration, Physiotherapy, Nursing, Pharmaceutical Chemistry, Critical Care Management, Medical Imaging Technology, Molecular Diagnostic Technology, Patient Care Management, Medical Lab Technology, Nutrition and Health Care Science** etc. After a doctor's prescription, the holders of vocational degrees serve as the foundation of a hospital. They would be essential members of the healthcare team and would be crucial in gathering the data required to provide a sick or injured patient with the best care possible. Around the world, yoga has also become more and more popular. The necessary training is offered to those who are interested in pursuing future careers in the vocational programs of **Yoga Science and Naturopathy & Yoga**.

The Internet is currently used to transact business globally. Every firm needs to have a strong online presence in order to market, sell, and advertise its goods and services to users all over the world in today's digital environment. **Web Technologies and Multimedia, Data and Web Analytics, Information Technology, The Internet of Things, Artificial Intelligence and Data Analytics, Digital Media and Animation, E-Commerce and Digital Marketing, Software Development, Systems Administration, and Cybercrime** are among the vocational programs offered by the School of Vocational Studies.

# Scope of DIFFERENT VOCATIONAL COURSES



A professional in the field of **Food Technology** may work in the restaurant industry, hospitals, catering businesses, food wholesalers, and food manufacturing facilities. Jobs in **Hotel Management** require a variety of abilities, including serving food and beverages, running the front desk, doing sales and marketing, and accounting, among others. One of the nation's most noticeable and significant infrastructure components is its hotel industry, which is also related to **Tourism and Hospitality Management**.

The course in **Journalism and Mass Communication** emphasizes editing, writing, photography, etc. Graduates of journalism and mass communication can find employment in industries like Advertising, Journalism, Radio, Writing, and Television. **Fine Arts** graduates have a variety of professional options, including Graphic Design, Flash Animation, Teaching, Art Officer, and Archaeology.



**EMPOWERING**  
YOUTH WITH SKILL TRAINING FOR  
**EMPLOYABILITY**  
AND BETTER LIVELIHOOD.



# Importance of B.Voc and M.Voc Program:

Our government has launched a unique scheme of “Skill India”. Pradhan Mantri Kaushal Vikas Yojana or PMKVY is the flagship programme of the Govt. of India, Ministry of Skill Development & Entrepreneurship (MSDE) that enables Indian youth to indulge in skill-related or industry-related training which will be beneficial for them. It provides short term training to the youth. Therefore, acquiring skills through learning is a significant aspect of today’s education scenario.

## Levels of Awards

The certification level will lead to Diploma/Advanced Diploma/B.Voc./M.Voc. Degree in one or more vocational areas and will be offered under the aegis of the University.

<b>NSQF LEVEL-4</b>	<b>Certificate</b> (06 Months - 30 Credits after 10+2)
<b>NSQF LEVEL-5</b>	<b>Diploma</b> (01 year - 60 Cumulative Credits after 10+2)
<b>NSQF LEVEL-6</b>	<b>Advanced Diploma</b> (02 year - 120 Cumulative Credits)
<b>NSQF LEVEL-7</b>	<b>B.Voc Degree</b> (03 year - 180 Cumulative Credits after 10+2)
<b>NSQF LEVEL-8</b>	<b>P.G. Diploma</b> (01 year - 60 Credits after B.Voc)
<b>NSQF LEVEL-9</b>	<b>M.Voc Degree</b> (02 year - 120 Credits after B. Voc)
<b>NSQF LEVEL-10</b>	<b>Research Level</b> (UGC Minimum Standards and Procedure for Award of M.Phil   Ph. D Degrees Regulations, 2016)

# Skills Development Programmes offered under the SCHOOL OF VOCATIONAL STUDIES



The University has introduced vocational educational programs at different levels leading to the award of Certificate, Diploma, Advanced Diploma, PG Diploma, B.Voc. and M. Voc levels.

SR. No.	PROPOSED COURSES	ELIGIBILITY
1.	B.VOC in Medical Lab Technology	10+2
2.	B.VOC in Radiology & Medical Imaging Technology	10+2
3.	B.VOC in Optometry	10+2
4.	B.VOC in Operation Theatre Technology	10+2
5.	B.VOC in Dialysis Technology	10+2
6.	B.VOC in Cardiac Care Technology	10+2
7.	B.VOC in Hospital Management	10+2
8.	B.Voc in Hospital Sterilization Technology	10+2
9.	B.VOC in Patient Care Management	10+2
10.	B.VOC in Physiotherapy	10+2
11.	B.VOC in Yoga & Naturopathy	10+2
12.	B.VOC in Library Science	10+2
13.	B.VOC in Hotel Management	10+2
14.	B.VOC in Information Technology	10+2
15.	B.VOC in Computer Software	10+2
16.	B.VOC in E-Commerce & Digital Marketing	10+2
17.	B.VOC in Multimedia & Animation	10+2
18.	B.VOC in Beauty Science & Cosmetology	10+2
19.	B.VOC in Fashion Designing	10+2
20.	B.VOC in Fine Arts	10+2
21.	B.VOC in Marketing and Entrepreneurship	10+2
22.	B.VOC in Physical & Fitness Training	10+2
23.	M.VOC In Computer Software	Graduation
24.	M.VOC in Hospital Management	Graduation





## CONTACT US:

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