



JANGIPUR COLLEGE

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Affiliated to the University of Kalyani

NAAC Accredited (Cycle III)

EMS (ISO 14001: 2015) & QMS (ISO 9001: 2015) CERTIFIED

Jangipur, Murshidabad, West Bengal – 742213



Notice No. JC/524//25

Date: 25-11-2025

NOTICE

Subject – Internship for students of Semester V (NEP Batch)-LAST CALL

All students of **Semester V** are hereby informed that **Internship Program (Compulsory) – Final Call** is already introduced as part of the academic curriculum and the first batch is already on the verge of completion. (As a part of the mandate of the guidelines of UGC & University of Kalyani). The objective of this internship is to provide students with practical exposure and hands-on experience relevant to their field of study.

Detailed guidelines regarding the duration, partner organization, and evaluation criteria are given below. Participation in the internship will be mandatory and will carry academic credit. A Google form is also shared below-

<https://forms.gle/D3h1BaA9f72TgceN9>

Last date of Registration is: 30-11-2025


Dr. Prarthita Biswas
Principal
Jangipur College



Principal
Jangipur College

भारतीय इंटरनशिप संस्थान् Indian Institute of Internship

Globsyn Crystals Building
Regus 102 Salt Lake City,
Kolkata-700091

Ref No. IIIK/WB/KOL/25/099336

4-11-2025

To
The Controller of Examinations
Kalyani University
West Bengal

Subject:

Commencement of Internship Enrollment Process –
Cluster-Wise, First-Come-First-Serve Basis

All concerned students, faculty coordinators, and institutional representatives are hereby informed that the Indian Institute of Internship (III) will commence the Internship Enrollment Process for the current academic cycle starting from

5th November 2025 Closing by 30th November 2025 for Cluster_1

- ◆ Enrollment Mode: Online / Offline (First-Come-First-Serve Basis)
- ◆ Allocation Pattern: Cluster-wise scheduling and onboarding
- ◆ Support Contacts: **6290710628, 9073351234**

All eligible UG students are encouraged to enroll promptly to secure internship slots aligned with NEP2020 guidelines. Institutions are requested to facilitate awareness and assist students in completing the enrollment process without delay.

For any queries or assistance, please reach out to the above contact numbers.

Let us collectively foster experiential learning and career readiness through structured internship engagement.

Sd/-
Suchandrima
Operation Head



Proposal for

Proposal for Emapanellment Organization as Internship / Training / Apprenticeship Provider Under NEP 2020 Guidelines for UG/PG Students

**Submitted To
Controller of Examination
Kalyani University , Kalyani
Nadia, 741235 , WB**

**Submitted By:
भारतीय इंटरनशिप संस्थान
Indian Institute of Internship
(Funded Organization Under IETA)**

**Indian Institute of Internship – Globsyn Crystal Building ,
Regus 102 , Salt Lake City , Kolkata-700091**

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भारतीय इंटरनशिप संस्थान

Indian Institute of Internship

Organizational Profile:

The Indian Institute of Internship (III) is the premier Indian platform for students to gain real-world experience in their chosen field. We offer an extensive range of internship opportunities for engineering, BCA, MCA and Other Graduation / Post Graduation students across India.

Indian Institute of Internship, Kolkata Officially Registered Under Government of West Bengal with Registration Number:1902XXX65X In the Year of 2022 by the Registrar of Assurance II Government of West Bengal.

At Indian Institute of Internship, Kolkata we are committed to helping students bridge the gap between education and the workplace. Our internship programs are designed to equip students with the skills and experience they need to make a successful transition into the professional world.

Indian Institute of Internship, Kolkata established in 2022 as a non-profit autonomous research-based equity educational institution to promote education & research Various Domain in Form of National & International Internship. III, Kolkata has made distinguished scholarly contributions - acclaimed nationally and internationally. III, Kolkata is unique and is the only organization of its kind in India.

Our Training Division:

National Institute for Industrial Training – One Premier Organization with Non Profit Status Registered Under Government of West Bengal Based on ITA Govt.of India, Under Section 60 and Rule No. 69 Govt.of West Bengal.

Run & Managed By:

All India Eminent Faculty Council of Engineering, Management & Technology – India's First Registered & Licensed Faculty Council.

Some of Our Empanelment:

1. Empanelled Under NITI AAYOG Govt. of India
2. Empanelled Under Ministry of Social Justice & Empowerment Govt. of India
3. Ministry of Women & Child Development Govt. of India
4. MSME Govt. of India

Key Highlights:

A. National Reach: Internships are available across India, with centers like AI-University-Montana and Azure Cloud Academy in Texas mentioned as part of their network.

B. Summer Internship Focus: Tailored programs for students during summer breaks, especially in Kolkata.

C. Government Registration: Adds credibility and formal recognition to the institute's offerings

Based on Current Market Demand We have prepared One Tailor Made Internship Proposal for Your Esteemed Organization Students with below mentioned details:

Internship Title	Target Audience	Credit Point
HR Management with AI	BA/BSc/BCom / MA/ MSc. / MCom / MBA / MCA BBA	2-3(As per NEP 2020 Internship Guidelines)
Prompt Engineering using Chat GPT	BA/BSc/BCom / MA/ MSc. / MCom / MBA / MCA BBA	2-3(As per NEP 2020 Internship Guidelines)
Arc GIS Using Python	BSc / MSc. (Geography)	2-3(As per NEP 2020 Internship Guidelines)
Applications of AI Tools	BA/BSc/BCom / MA/ MSc. / MCom / MBA / MCA BBA	2-3(As per NEP 2020 Internship Guidelines)
Digital Marketing Essentials	BA/BSc/BCom / MA/ MSc. / MCom / MBA / MCA BBA	2-3(As per NEP 2020 Internship Guidelines)
Artificial Intelligence using Python	BSc/BCom / MSc. / MCA /BBA / BCA	2-3(As per NEP 2020 Internship Guidelines)
Business Analytics using Power BI	BSc/Bcom / MSc. / MCA /BBA / BCA	2-3(As per NEP 2020 Internship Guidelines)
Content Writing Essentials	BA/BSc/Bcom / MA/ MSc. / Mcom / MBA / MCA BBA	2-3(As per NEP 2020 Internship Guidelines)
Marketing Management	BA/BSc/Bcom / MA/ MSc. / Mcom / MBA / MCA BBA	2-3(As per NEP 2020 Internship Guidelines)
Stock Marketing Prediction	BA/BSc/Bcom / MA/ MSc. / Mcom / MBA / MCA BBA	2-3(As per NEP 2020 Internship Guidelines)

Field / Practical Exercise	30%
Internship Report(Initial)	10%
Final Report & Presentation	40%
Grand Viva	10%
Capstone Project	10%

Some of Our Previous Association (Since 2021):

Institute Name	Technology / Domain
Umesh Chandra College (Under CU)	1. HR Management using AI 2. Stock Market Prediction with AI 3. Business Analytics using AI
Maharani Kasiswari College (Under CU)	1. HR Management using AI 2. Stock Market Prediction with AI
Brainware University,West Bengal	Business Analytics using Power BI
Budge Budge Institute of Technology (Under MAKAUT)	1. Java Programming 2. Artificial Intelligence
Meghnad Saha Institute of Technology (Under MAKAUT)	1. Full Stack Web Development 2. Salesforce Essentials 3. Business Analytics
Gurunanak Institute of Technology (Under MAKAUT)	1. Full Stack Web Development using AI 2. Business Intelligence
Gargi Memorial Institute of Technology (Under MAKAUT)	Business Analytics
Sister Nivedita University	Full Stack Web Development
Techno Internation New Town (Under MAKAUT)	Full Stack Web Development
Techo International Batanagar (Under MAKAUT)	Full Stack Web Development
Ramkrishna Mahato Government Engineering College, Purulia (Under MAKAUT)	Full Stack Web Development Cyber Security
Dr. B.C. Roy Engineering College (Autonomous)	HR Management Using AI Full Stack Web Development
RCC Institute of Information Technology (Autonomous)	HR Management Using AI Full Stack Web Development

HR Management using AI | Credit Point: 2-3 | Duration: 75-120hrs

Module 1: Introduction to HRM and AI

- Evolution of HRM functions
- Overview of Artificial Intelligence
- Intersection of AI and HRM
- Case studies of AI adoption in HR

Module 2: AI in Talent Acquisition

- Resume parsing and candidate screening
- Chatbots for recruitment
- Predictive hiring models
- Bias and fairness in AI recruitment

Module 3: Employee Engagement and Experience

- Sentiment analysis and feedback tools
- AI in training and development
- Personalized learning paths
- Virtual assistants for HR support

Module 4: Performance Management and Analytics

- AI-based appraisal systems
- Predictive performance modelling
- Workforce analytics and dashboards
- Retention and attrition prediction

Module 5: Legal, Ethical, and Strategic Considerations

- Data privacy and compliance (e.g., GDPR)
- Ethical AI in HR
- Strategic HR planning with AI
- Future trends and innovations

Module 6: Capstone Project / Hands-on Lab

- Design an AI-powered HR solution
- Use tools like IBM Watson, SAP SuccessFactors, or Zoho People
- Present findings and strategic recommendations

Prompt Engineering using Chat GPT | Credit Point: 2-3 | Duration: 75-120hrs

Module 1: Introduction to Prompt Engineering

- What is a prompt?
- History and evolution of prompt-based AI
- Types of generative models (LLMs, diffusion models)
- Prompt vs. fine-tuning vs. embeddings

Module 2: Anatomy of a Good Prompt

- Clarity, specificity, and context
- Role of temperature, top-p, and max tokens
- Prompt templates and chaining
- Few-shot and zero-shot prompting

Module 3: Prompting for Text Generation

- Creative writing, summarization, translation
- Roleplay, persona-based prompts
- Instruction tuning and system messages
- Case studies: ChatGPT, Claude, Gemini

Module 4: Prompting for Image Generation

- Descriptive vs. stylistic prompts
- Negative prompting and modifiers
- Tools: DALL·E, Midjourney, Stable Diffusion
- Ethics of visual generation

Module 5: Prompting for Code and Data

- Code generation and debugging
- SQL, Python, and shell prompts
- Data cleaning and transformation
- AI-assisted analytics and dashboards

Module 6: Domain Applications

- Education: quizzes, lesson plans, tutoring
- Marketing: ad copy, branding, SEO
- Legal: contract drafting, compliance prompts
- Healthcare: symptom triage, documentation

Arc GIS using Python | Credit Point: 2-3 | Duration: 75-120hrs

Module 1: Introduction to GIS and Python

- What is GIS? Spatial vs. non-spatial data
- Overview of ArcGIS Pro and ArcGIS Online
- Python basics: syntax, variables, loops, functions
- Setting up Python environment for ArcGIS

Module 2: Getting Started with ArcPy

- Introduction to ArcPy and its architecture
- Accessing ArcGIS tools via Python
- Working with toolboxes and environments
- Automating buffer, clip, intersect, and merge operations

Module 3: Spatial Data Handling

- Reading and writing shapefiles and geodatabases
- Feature classes, layers, and cursors
- Attribute and spatial queries
- Field calculations and data validation

Module 4: Map Automation and Visualization

- Creating and modifying map documents (MXD/APRX)
- Adding layers, symbology, and labels
- Exporting maps to PDF, PNG, and other formats
- Automating layout and report generation

Module 5: ArcGIS API for Python

- Introduction to ArcGIS Online and REST services
- Authenticating and accessing web maps and layers
- Querying and updating feature layers
- Publishing and managing hosted services

Module 6: Raster and 3D Data Processing

- Working with raster datasets using ArcPy
- Zonal statistics, reclassification, and raster algebra
- 3D Analyst and Spatial Analyst extensions
- Terrain Modelling and surface analysis

Applications of AI Tools | Credit Point: 2-3 | Duration: 75-120hrs

Module 1: Introduction to AI Tools

- What are AI tools?
- Categories: Generative, Predictive, Prescriptive
- Overview of popular platforms: ChatGPT, Gemini, Claude, DALL·E, Midjourney, RunwayML, IBM Watson, Google Vertex AI

Module 2: Generative AI for Text, Image, and Code

- Prompt engineering basics
- Text generation: summarization, translation, roleplay
- Image generation: descriptive vs. stylistic prompts
- Code generation: debugging, scripting, automation

Module 3: AI in Data Analytics and Visualization

- Tools: Tableau with AI, Power BI Copilot, Google Looker Studio
- Predictive Modelling with AutoML platforms
- Natural Language Querying
- AI-assisted dashboards and storytelling

Module 4: Domain-Specific Applications

- Healthcare: symptom triage, diagnostics, documentation
- Education: tutoring bots, quiz generation, adaptive learning
- Business: customer support, CRM automation, market analysis
- Legal: contract drafting, compliance checks, case summarization
- Media & Marketing: ad copy, SEO, branding, video scripting

Module 5: AI for Automation and Productivity

- Workflow automation with Zapier, Make, and Microsoft Power Automate
- Email and calendar assistants
- AI in HR: resume screening, engagement bots
- AI in finance: fraud detection, forecasting

Module 6: Ethics, Bias, and Responsible Use

- Bias in AI outputs
- Prompt injection and adversarial inputs
- Data privacy and compliance (GDPR, DPDP)

Digital Marketing Essentials | Credit Point: 2-3 | Duration: 75-120hrs

Module 1: Introduction to Digital Marketing

- Evolution of marketing in the digital age
- Digital vs. traditional marketing
- Key channels: SEO, SEM, SMM, Email, Content, Affiliate
- Buyer journey and digital funnel

Module 2: Website Planning and Optimization

- Domain, hosting, CMS (WordPress)
- UI/UX basics
- Landing pages and conversion optimization
- Mobile responsiveness and speed

Module 3: Search Engine Optimization (SEO)

- On-page and off-page SEO
- Keyword research and tools (Google Keyword Planner, SEMrush)
- Link building and technical SEO
- Local SEO and Google My Business

Module 4: Search Engine Marketing (SEM)

- Google Ads: structure, bidding, targeting
- Campaign types: search, display, video, shopping
- Quality score and ad extensions
- Budgeting and ROI tracking

Module 5: Social Media Marketing (SMM)

- Platforms: Facebook, Instagram, LinkedIn, Twitter, YouTube
- Organic vs. paid strategies
- Influencer marketing and community building
- Meta Ads Manager and analytics

Module 6: Content Marketing

- Content types: blogs, videos, infographics, podcasts
- Content calendar and strategy
- Copywriting and storytelling
- Tools: Canva, Grammarly, Jasper

Module 7: Email and Mobile Marketing

- Email campaign design and automation
- Tools: Mailchimp, HubSpot
- SMS and WhatsApp marketing
- Personalization and segmentation

Module 8: Web Analytics and Performance Tracking

- Google Analytics and GA4
- UTM parameters and conversion tracking
- Funnel analysis and heatmaps
- KPI dashboards and reporting

Module 9: E-Commerce and Affiliate Marketing

- Setting up online stores (Shopify, WooCommerce)
- Product listing and optimization
- Affiliate networks and tracking
- Dropshipping and influencer-led commerce

Module 10: Ethics, Compliance, and Career Pathways

- Data privacy (GDPR, DPDP)
- Ad policies and platform guidelines
- Freelancing, agency, and corporate roles
- Certifications: Google, Meta, HubSpot

Artificial Intelligence using Python | Credit Point: 2-3 | Duration: 75-120hrs

Module 1: Introduction to Artificial Intelligence

- Definition and history of AI
- Applications in various domains
- Intelligent agents and environments
- AI vs. Machine Learning vs. Deep Learning

Module 2: Python for AI

- Python basics: variables, loops, functions, data structures
- Libraries: NumPy, Pandas, Matplotlib
- Jupyter Notebooks and IDEs
- Data preprocessing and visualization

Module 3: Machine Learning Fundamentals

- Supervised learning: linear regression, logistic regression
- Unsupervised learning: K-means, hierarchical clustering
- Model evaluation: accuracy, precision, recall, F1-score
- Tools: Scikit-learn, XGBoost

Module 4: Deep Learning and Neural Networks

- Perceptron and multilayer networks
- Activation functions and backpropagation
- CNNs for image data
- RNNs and LSTMs for sequential data
- Libraries: TensorFlow, Keras

Module 5: Natural Language Processing (NLP)

- Text preprocessing: tokenization, stemming, lemmatization
- Sentiment analysis and text classification
- Word embeddings: Word2Vec, GloVe
- Transformers and BERT overview

Module 6: AI Project Development

- Problem definition and dataset selection
- Model building and tuning
- Deployment using Flask or Streamlit

Business Analytics using Power BI | Credit Point: 2-3 | Duration: 75-120hrs

Module 1: Introduction to Business Analytics

- Definition and scope of business analytics
- Types: descriptive, predictive, prescriptive
- Role of BI tools in modern enterprises
- Overview of Power BI ecosystem

Module 2: Power BI Interface and Workflow

- Power BI Desktop vs. Power BI Service
- Data sources and connectors
- Workspace, reports, dashboards, datasets
- Power Query Editor basics

Module 3: Data Preparation and Transformation

- Importing Excel, CSV, SQL, and web data
- Data cleaning: remove duplicates, nulls, errors
- Merge, append, and shape data
- Creating relationships and data models

Module 4: Data Visualization and Dashboard Design

- Charts: bar, line, pie, map, KPI, gauge
- Slicers, filters, bookmarks, drill-through
- Custom visuals and themes
- Best practices in dashboard layout and storytelling

Module 5: DAX (Data Analysis Expressions)

- Calculated columns vs. measures
- Common DAX functions: SUMX, CALCULATE, FILTER, IF
- Time intelligence: YTD, MTD, QTD
- KPI creation and dynamic metrics

Module 6: Business Case Studies

- Sales performance analysis
- Customer segmentation and retention
- Financial forecasting and budgeting
- Inventory and supply chain optimization

Content Writing Essentials | Credit Point: 2-3 | Duration: 75-120hrs

Module 1: Introduction to Content Writing

- What is content writing?
- Types: informative, persuasive, narrative, descriptive
- Role of content in branding, marketing, education
- Writing process: ideation, drafting, revising

Module 2: Writing for Digital Platforms

- Blogs, articles, newsletters
- Web copy: homepage, about us, product descriptions
- Social media posts: captions, hashtags, engagement hooks
- Email writing: subject lines, CTAs, personalization

Module 3: SEO and Keyword Optimization

- Basics of search engine optimization
- Keyword research tools: Google Keyword Planner, Ubersuggest
- Meta descriptions, headers, alt text
- Readability and mobile-friendly writing

Module 4: Storytelling and Tone

- Elements of storytelling: character, conflict, resolution
- Tone and voice: formal, conversational, humorous, authoritative
- Brand storytelling and emotional appeal
- Case studies of successful campaigns

Module 5: Editing and Proofreading

- Grammar, punctuation, sentence structure
- Clarity, conciseness, coherence
- Tools: Grammarly, Hemingway Editor, ProWritingAid
- Peer review and feedback techniques

Module 6: Specialized Formats

- Script writing for videos and podcasts
- Technical writing: manuals, FAQs, documentation
- Academic writing: citations, structure, objectivity
- Creative writing: poetry, fiction, personal essays

Marketing Management Essentials | Credit Point: 2-3 | Duration: 75-120hrs

Module 1: Introduction to Marketing

- Definition and evolution of marketing
- Marketing vs. selling
- Core concepts: needs, wants, demand, value, satisfaction
- Marketing environment: micro and macro forces

Module 2: Consumer Behavior and Market Research

- Buying decision process
- Psychological, social, and cultural influences
- B2B vs. B2C behavior
- Marketing research process and tools

Module 3: Segmentation, Targeting, and Positioning (STP)

- Bases of segmentation: demographic, geographic, psychographic, behavioral
- Targeting strategies: undifferentiated, differentiated, niche
- Positioning maps and value propositions
- Case studies of successful STP strategies

Module 4: Product and Brand Management

- Product lifecycle and new product development
- Branding strategies and brand equity
- Packaging, labeling, and product mix decisions
- Services marketing essentials

Module 5: Pricing Strategies

- Pricing objectives and methods
- Cost-based, value-based, and competition-based pricing
- Psychological pricing and discounting
- Price elasticity and revenue optimization

Module 6: Distribution and Channel Management

- Types of marketing channels
- Channel design and conflict resolution
- Retailing, wholesaling, and e-commerce
- Logistics and supply chain integration

Stock Marketing Prediction Essentials | Credit Point: 2-3 | Duration: 75-120hrs

Module 1: Introduction to Stock Markets

- Types of markets: primary, secondary
- Stock exchanges and trading platforms
- Key financial instruments: stocks, ETFs, indices
- Market indicators: volume, volatility, moving averages

Module 2: Financial Data Acquisition and Preprocessing

- Sources: Yahoo Finance, Alpha Vantage, Quandl
- Python libraries: yfinance, pandas_datareader
- Handling missing values, outliers, and normalization
- Feature engineering: lag variables, technical indicators

Module 3: Exploratory Data Analysis and Visualization

- Time series plots and candlestick charts
- Correlation analysis and trend detection
- Volatility clustering and seasonality
- Tools: Matplotlib, Seaborn, Plotly

Module 4: Machine Learning for Stock Prediction

- Regression models: Linear, Ridge, Lasso
- Classification models: Decision Trees, Random Forest, SVM
- Ensemble methods and hyperparameter tuning
- Model evaluation: RMSE, MAE, accuracy, confusion matrix

Module 5: Deep Learning for Time Series Forecasting

- Introduction to neural networks
- LSTM and GRU architectures
- Sequence modeling and windowing techniques
- Training, validation, and overfitting control

Module 6: Sentiment Analysis and News-Based Prediction

- Natural Language Processing (NLP) basics
- Text mining from financial news and social media
- Sentiment scoring and impact on stock movement
- Tools: NLTK, TextBlob, VADER, FinBERT