

1. Llosa, M. V. (1998). The Time of the Hero. Farrar, Straus and Giroux.
2. Goldberg, N. (1986). Writing Down the Bones: Freeing the Writer Within. Shambhala.
3. VanderMeer, J., & VanderMeer, A. (2019). The Big Book of Modern Fantasy. Vintage.

Evaluation Component		Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50

VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on social media for Community Outreach is designed to empower individuals and organizations with the knowledge and skills to leverage social media platforms for effective community engagement and outreach. Participants will explore social media strategies, content creation, and analytics to maximize their impact on community initiatives. The course aims to equip learners with the tools needed to connect, advocate, and mobilize within communities through digital channels.

Course Objectives

The course will enable the students to:

- Understand the role of social media in community outreach and engagement.
- Develop strategies for identifying and targeting relevant community audiences.
- Create compelling and shareable content for social media platforms.
- Utilize social media analytics to measure impact and adjust outreach strategies.

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- Foster two-way communication and community-building through social media.
- Identify ethical considerations and best practices in community outreach on social media.
- Implement effective social media campaigns for community initiatives.

Course Outcomes

Upon successful completion of this course, students will be able to:

- CO1: Explain the significance of social media in community outreach.
- CO2: Identify and target relevant community audiences through social media.
- CO3: Create engaging and shareable content for social media platforms.
- CO4: Analyze social media metrics to measure impact and adjust outreach strategies.
- CO5: Facilitate two-way communication and community-building through social media.
- CO6: Address ethical considerations and best practices in social media community outreach.
- CO7: Implement effective social media campaigns for community initiatives.

Course Content

Module 1: Introduction to Social Media for Community Outreach

2 hours

- The Power of Social Media in Community Engagement
- Historical and Contemporary Examples
- Ethical Considerations in Community Outreach
- Understanding Community Audiences

Module 2: Identifying and Targeting Community Audiences

4 hours

- Segmenting Community Audiences
- User Personas and Profiles
- Targeted Messaging and Content
- Community Engagement and Inclusivity

Module 3: Content Creation and Storytelling

6 hours

- Crafting Compelling Stories
- Visual and Multimedia Content
- Content Calendar and Scheduling
- User-Generated Content and Advocacy

Module 4: Social Media Analytics and Measurement

4 hours

- Social Media Metrics and KPIs
- Tracking Engagement and Reach
- Data Analysis and Insights
- Adjusting Strategies Based on Analytics

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Module 5: Two-Way Communication and Engagement

4 hours

- Community Moderation and Response Strategies
- Handling Feedback and Conflict
- Building Trust and Connection
- Mobilizing Community Members

Module 6: Ethical Considerations and Best Practices

4 hours

- Privacy and Data Protection
- Combating Misinformation and Disinformation
- Inclusivity and Representation
- Safeguarding Vulnerable Communities

Module 7: Implementing Effective Campaigns

4 hours

- Campaign Planning and Execution
- Collaborations and Partnerships
- Crisis Management on Social Media
- Measuring Impact and Reporting

Module 8: Practicum and Application

2 hours

- Developing a Social Media Outreach Plan
- Simulation and Role-Playing Scenarios
- Final Presentation of Outreach Strategies
- Reflection on the Course and Future Community Initiatives

Practicum

The course includes a practicum where participants will develop a social media outreach plan, engage in simulation and role-playing scenarios, present their outreach strategies, and reflect on their learning experiences.

Textbooks

1. Kaplan, A. M., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. Business Horizons.
2. Qualman, E. (2013). Socialnomics: How Social Media Transforms the Way We Live and Do Business. Wiley.
3. Breakenridge, D. K. (2012). Social Media and Public Relations: Eight New Practices for the PR Professional. Pearson.
4. Davis, A., & Duncan, T. (2016). Social Media for Social Good: A How-to Guide for Nonprofits. Wiley.



Ref.No.: KRMU/Admin./Notice/2020-21/2169(13) Dated: 07th December, 2020

NOTICE

This is to put for information that School of Journalism & Mass Communication is offering Value-Added Course (VAC) for all interested students during Even Semester as per the following specifications.

Course Code	Course Title	Coordinating Department / School	Duration
VAC056	English for Media Literacy	SJMC	30 Hrs.
VAC065	Social Media for Community Outreach	SJMC	30 Hrs.
VAC102	Preparing Students For Future Roles	SJMC	30 Hrs.

- a) Maximum 100 seats are available for the course.
b) Course Start Date: 02 January 2021
c) Course End Date: 19 March 2021

All interested students are required to confirm their registration with the Dean-School of Journalism & Mass Communication latest by 28th December, 2020.

Ranjana
Registrar

Copy to:

- Vice Chancellor
- Dean (Academics Affairs)
- Controller of Examinations
- All Deans/ School Coordinators
- All Faculty Members/ Mentors
- Notice Board
- Office Copy

For kind information :

[Signature]

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Sohna Road, Gurugram (Haryana)



ATTENDANCE SHEET

AC COURSE FOR ACADEMIC YEAR 2020-21

COURSE CODE: VAC065

COURSE TITLE: SOCIAL MEDIA FOR COMMUNITY OUTREACH

10/1/21

ROLL NO	NAME	PROGRAMM	SEMESTER	2-Jan-21	3-Jan-21	4-Jan-21	7-Jan-21	9-Jan-21	10-Jan-21	11-Jan-21	14-Jan-21
1809200001	ANKIT KUMAR SINGH	B.A. (JMC)	Semester VI	A	P	P	P	P	P	P	P
1809200002	BHANU PRAKASH	B.A. (JMC)	Semester VI	P	P	P	P	P	P	P	P
1809200003	HIMANSHI SINGH	B.A. (JMC)	Semester VI	A	P	P	P	P	P	P	P
1809200005	LAKSHITA KANDPAL	B.A. (JMC)	Semester VI	P	A	P	P	P	P	A	P
1809200006	NEEL GOYAL	B.A. (JMC)	Semester VI	P	P	P	P	P	P	P	P
1809200007	RAM MAHAJAN	B.A. (JMC)	Semester VI	P	P	P	P	P	P	P	P
1809200008	RAVI KUMAR LABH	B.A. (JMC)	Semester VI	P	P	P	P	P	P	P	P
1809200009	SARVJEEN KAUF	B.A. (JMC)	Semester VI	P	A	P	P	P	P	P	P
1809200010	SHOUJUB ALI	B.A. (JMC)	Semester VI	A	P	A	A	A	P	P	P
1809200011	SHWETA RANI	B.A. (JMC)	Semester VI	P	P	P	P	A	P	P	P
1809200012	TAHSEEM	B.A. (JMC)	Semester VI	A	P	P	P	A	P	P	P
1809200013	TAHMAY KAPOOR	B.A. (JMC)	Semester VI	P	P	P	P	A	P	P	P
1809200014	VISHAL GANDASS	B.A. (JMC)	Semester VI	A	P	P	P	P	P	P	P
1809200016	YASH AGGARWAL	B.A. (JMC)	Semester VI	P	A	P	P	P	P	P	P
1809200017	PUJA KUMARI	B.A. (JMC)	Semester VI	P	A	P	P	P	P	P	P
1809200018	DHRUV YADAV	B.A. (JMC)	Semester VI	A	P	P	A	A	P	P	P
1809200019	SAHIL SEHRAWAT	B.A. (JMC)	Semester VI	P	P	A	P	P	P	P	P

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COURSE INCHARGE

School of Journalism &
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Sohna Road, Gurgaon, Haryana 120102



ATTENDANCE SHEET

AC COURSE FOR ACADEMIC YEAR 2020-21

COURSE CODE: VAC065

COURSE TITLE: SOCIAL MEDIA FOR COMMUNITY OUTREACH

ROLL NO	NAME	15-Jan-21	16-Jan-21	18-Jan-21	21-Jan-21	24-Jan-21	28-Jan-21	30-Jan-21	1-Feb-21	4-Feb-21	5-Feb-21
1809200001	ANKIT KUMAR SINGH	P	P	A	P	P	A	P	P	P	A
1809200002	BHANU PRAKASH	P	P	A	P	P	A	P	P	P	P
1809200003	HIMANSHI SINGH	P	P	P	A	P	P	P	P	P	P
1809200005	LAKSHITA KANDPAL	A	P	P	P	A	P	P	P	A	P
1809200006	NEEL GOYAL	P	P	P	P	P	P	P	P	P	P
1809200007	RAM MAHAJAN	P	P	P	P	P	P	P	P	P	P
1809200008	RAVI KUMAR LABH	P	P	P	P	A	P	A	P	P	P
1809200009	SARVILEEN KAUR	P	A	A	A	P	P	P	P	P	P
1809200010	SHOUZUB ALI	P	P	P	P	A	P	P	P	P	P
1809200011	SHWETA RANI	A	P	P	P	A	A	P	P	P	A
1809200012	TAHSEEM	P	P	P	P	A	P	P	P	A	P
1809200013	TANMAY KAPOOR	P	P	P	P	A	P	P	P	A	P
1809200014	VISHAL GANDASS	P	P	P	P	P	P	P	P	P	A
1809200016	YASH AGGARWAL	P	P	P	P	P	P	P	P	P	P
1809200017	PUJA KUMARI	P	P	A	P	A	P	P	P	A	P
1809200018	DHRUV YADAV	P	A	P	P	A	P	P	P	A	P
1809200019	SAHIL SEHRAWAT	A	P	P	P	P	P	P	P	P	P

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COURSE INCHARGE

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DEAN
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Sohna Road, Gurgaon, Haryana 122103



ROLL NO	NAME	6-Feb-21	7-Feb-21	8-Feb-21	11-Feb-21	12-Feb-21	14-Feb-21	15-Feb-21	19-Feb-21	22-Feb-21	25-Feb-21
1809200001	ANKIT KUMAR SINGH	P	P	A	P	P	A	P	P	P	P
1809200002	BHANU PRAKASH	P	A	P	P	P	P	P	A	P	P
1809200003	HIMANSHI SINGH	P	P	P	P	P	A	A	A	A	P
1809200005	LAKSHITA KANDPAL	P	P	P	A	P	P	P	P	A	P
1809200006	NEEL GOYAL	P	P	P	P	P	P	P	P	P	P
1809200007	RAM MAHAJAN	P	P	P	P	P	P	P	P	P	P
1809200008	RAVI KUMAR LABH	P	P	P	P	P	P	P	P	P	P
1809200009	SARVLEEN KAUR	P	P	P	P	A	P	P	P	P	P
1809200010	SHOUZUB ALI	P	P	A	P	P	P	P	A	P	P
1809200011	SHWETA RANI	P	P	P	P	A	P	P	P	A	P
1809200012	TAHSEEM	P	P	P	P	A	A	P	P	P	P
1809200013	TANMAY KAPOOR	P	P	P	P	A	A	P	A	P	P
1809200014	VISHAL GANDASS	A	P	P	P	A	P	P	A	A	P
1809200016	VASH AGGARWAL	P	P	P	A	P	A	P	P	P	P
1809200017	PUJA KUMARI	P	P	A	P	A	P	P	P	P	P
1809200018	DHRUV YADAV	P	A	P	P	P	P	A	P	P	P
1809200019	SAHIL SEHRAWAT	A	P	P	P	P	P	P	P	P	P

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ATTENDANCE SHEET

COURSE FOR ACADEMIC YEAR 2020-21

COURSE CODE: VAC065

COURSE TITLE: SOCIAL MEDIA FOR COMMUNITY OUTREACH

ROLL NO	NAME	1-Mar-21	6-Mar-21	12-Mar-21	14-Mar-21	15-Mar-21	18-Mar-21	19-Mar-21	TOTAL	Present	Percentage
1809200001	ANKIT KUMAR SINGH	P	A	P	P	P	P	P	35	28	80.00
1809200002	BHANU PRAKASH	A	P	P	P	A	P	P	35	29	82.86
1809200003	HIMANSHI SINGH	P	A	A	P	P	P	P	35	27	77.14
1809200005	LAKSHITA KANDPAL	A	P	P	P	P	P	P	35	27	77.14
1809200006	NEEL GOYAL	P	P	P	P	P	P	P	35	35	100.00
1809200007	RAM MAHAJAN	P	P	P	P	P	P	P	35	35	100.00
1809200008	RAVI KUMAR LABH	P	P	P	P	P	P	P	35	33	94.29
1809200009	SARVLEEN KAUR	P	P	P	A	P	P	P	35	29	82.86
1809200010	SHOUZUB AII	P	P	A	P	P	P	P	35	27	77.14
1809200011	SHWETA RANI	P	P	P	P	P	P	P	35	29	82.86
1809200012	TAHSEEM	A	P	P	P	P	P	P	35	28	80.00
1809200013	TANMAY KAPOOR	P	P	P	P	P	P	P	35	29	82.86
1809200014	VISHAL GANDASS	P	P	P	P	A	P	A	35	27	77.14
1809200016	YASH AGGARWAL	P	A	P	P	P	A	P	35	30	85.71
1809200017	PUJA KUMARI	A	P	P	A	P	A	P	35	27	77.14
1809200018	DHRUV YADAV	P	P	P	P	P	P	P	35	27	77.14
1809200019	SAHIL SEHRAWAT	P	A	A	P	A	P	A	35	28	80.00

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VALUE ADDED COURSE (VAC)
ACADEMIC YEAR 2020-21
COURSE CODE: VAC065

COURSE TITLE: SOCIAL MEDIA FOR COMMUNITY OUTREACH
COURSE OFFERED BY: SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAMME	SEMESTER	COURSE CODE	COURSE TITLE	SCHOOL
1	2020-21	1809200001	ANKIT KUMAR SINGH	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
2	2020-21	1809200002	BHANU PRAKASH	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
3	2020-21	1809200003	HIMANSHI SINGH	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
4	2020-21	1809200005	LAKSHITA KANDPAL	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
5	2020-21	1809200006	NEEL GOYAL	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
6	2020-21	1809200007	RAM MAHALAN	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
7	2020-21	1809200008	RAVI KUMAR LABH	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
8	2020-21	1809200009	SARVLEEN KAUR	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
9	2020-21	1809200010	SHOUZUB ALI	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
10	2020-21	1809200011	SHWETA RANI	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
11	2020-21	1809200012	TAHSEEM	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
12	2020-21	1809200013	TANMAY KAPOOR	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
13	2020-21	1809200014	VISHAL GANDASS	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
14	2020-21	1809200016	YASH AGGARWAL	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
15	2020-21	1809200017	PUJA KUMARI	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
16	2020-21	1809200018	DHRUV YADAV	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)
17	2020-21	1809200019	SAHIL SEHRAMAT	B.A. (JMC)	Semester VI	VAC065	SOCIAL MEDIA FOR COMMUNITY OUTREACH	SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SIMC)

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CERTIFICATE OF COMPLETION

This is to certify that **ANKIT KUMAR SINGH**, University Enrolment No **1809200001** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065** (Social Media for Community Outreach) during Academic Session 2020-21 (Even Semester).

Date: 23.08.2021

Controller of Examination

Pradeepan

[Signature]

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This is to certify that **BHANU PRAKASH**, University Enrolment No **1809200002** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

Controller of Examination

Bhajan

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This is to certify that **HIMANSHI SINGH**, University Enrolment No **1809200003** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session 2020-21 (Even Semester).

Date: 23.08.2021

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hmadajan

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This is to certify that **LAKSHITA KANDPAL**, University Enrolment No **1809200005** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065** (**Social Media for Community Outreach**) during Academic Session 2020-21 (Even Semester).

Date: 23.08.2021

Controller of Examination

hradajan

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This is to certify that **NEEL GOYAL**, University Enrolment No **18092200006** of **B.A.** (JMC) programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session 2020-21 (Even Semester).

Date: 23.08.2021

Controller of Examination

Pradeepan

[Signature]
Registrar
K.R. Mangalam University
(Sohna Road, Gurugram, (Haryana))



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CERTIFICATE OF COMPLETION

This is to certify that **RAM MAHAJAN**, University Enrolment No **1809200007** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

Controller of Examination

ramajan

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CERTIFICATE OF COMPLETION

This is to certify that **RAVI KUMAR LABH**, University Enrolment No **1809200008** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session 2020-21 (Even Semester).

Date: 23.08.2021

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Controller of Examination

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Sohna Road, Gurugram, (Haryana)



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CERTIFICATE OF COMPLETION

This is to certify that **SARVLEEN KAUR**, University Enrolment No **1809200009** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

Controller of Examination

hmadajam

[Signature]

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Sohna Road, Gurugram, (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **SHOUZUB ALI**, University Enrolment No **1809200010** of **B.A.**
(**JMC**) programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social**
Media for Community Outreach) during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

Controller of Examination

Madhavan

[Signature]

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K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



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CERTIFICATE OF COMPLETION

This is to certify that **SHWETA RANI**, University Enrolment No 1809200011 of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session 2020-21 (Even Semester).

Date: 23.08.2021

h. mahajan

Controller of Examination

[Signature]
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



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CERTIFICATE OF COMPLETION

This is to certify that **TAHSEEM**, University Enrolment No **1809200012** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

Controller of Examination

Madhavan

[Signature]
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



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CERTIFICATE OF COMPLETION

This is to certify that **TANMAY KAPOOR**, University Enrolment No **1809200013** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session 2020-21 (Even Semester).

Date: 23.08.2021

Controller of Examination

Pradeepan

[Signature]

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Kisah

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CERTIFICATE OF COMPLETION

This is to certify that **YASH AGGARWAL**, University Enrolment No **1809200016** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session 2020-21 (Even Semester).

Date: 23.08.2021

Controller of Examination

Prabakaran

Registrar

K.R. Mangalam University
Sohna Road, Gurgaon, (Haryana)



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This is to certify that **PUJA KUMARI**, University Enrolment No **1809200017** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session 2020-21 (Even Semester).

Date: 23.08.2021

Controller of Examination

Pradeepan

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This is to certify that **DHRUV YADAV**, University Enrolment No **1809200018** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session 2020-21 (Even Semester).

Date: 23.08.2021

Controller of Examination

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This is to certify that **SAHIL SEHRAWAT**, University Enrolment No **1809200019** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC065 (Social Media for Community Outreach)** during Academic Session 2020-21 (Even Semester).

Date: 23.08.2021

Controller of Examination

hmadajan

[Signature]

Registrar

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