

**Colleges Selected for Short-Term Course on  
Communication Skills in English Language**

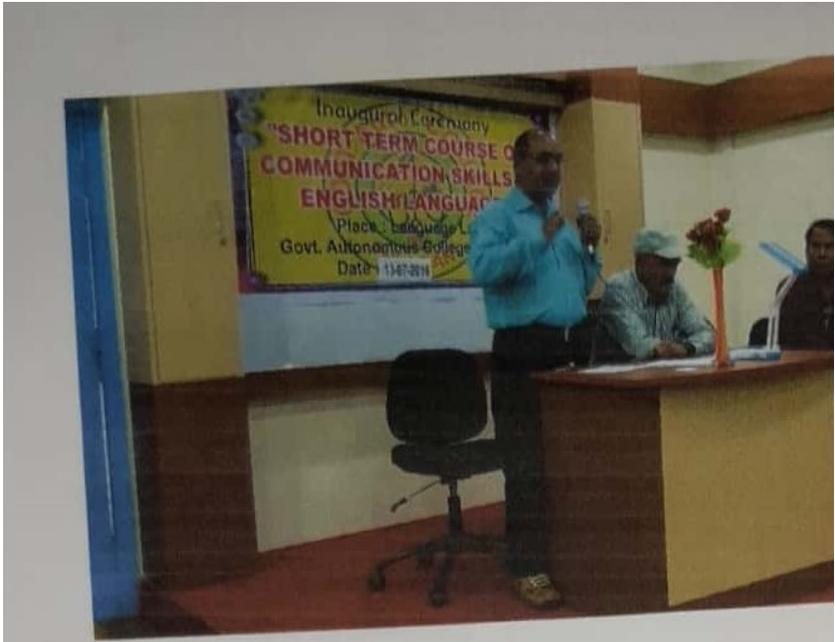
Sl#	Name of the Colleges	Funding	Place	District
1	Govt (A) College, Angul	Govt	Angul	Angul
2	F M (A) College, Balasore	Govt	Balasore	Balasore
3	Panchayat (D) College, Bargarh	Govt	Bargarh	Bargarh
4	Bhadrak (A) College, Bhadrak	Govt	Bhadrak	Bhadrak
5	Rajendra (A) College, Bolangir	Govt	Bolangir	Bolangir
6	Salabala Women's College - Cuttack	Govt	Cuttack	Cuttack
7	Dhenkanal (A) College - Dhenkanal	Govt	Dhenkanal	Dhenkanal
8	S K C G (A) College, Paralakhemundi	Govt	Paralakhemundi	Gajapati
9	Khalikote (A) College, Berhampur	Govt	Berhampur	Ganjam
10	S V M (A) College, Jagatsinghpur	Non Govt	Jagatsinghpur	Jagatsinghpur
11	L N (D) College, Jharsuguda	Non Govt	Jharsuguda	Jharsuguda
12	Govt. (A) College, Bhawanipatna	Govt	Bhawanipatna	Kalahandi
13	Govt (A) College, Phulbani	Govt	Phulbani	Kandhamal
14	D D (A) College, Keonjhar	Govt	Keonjhar	Keonjhar
15	B J B (A) College, Bhubaneswar	Govt	Bhubaneswar	Khurda
16	Vikram Dev (A) College, Jaypore	Govt	Jaypore	Koraput
17	M.P.C (A) College, Barpada	Govt	Barpada	Mayurbhanj
18	Nayagarh (A) College, Nayagarh	Non Govt	Nayagarh	Nayagarh
19	S C S (A) College, Puri	Govt	Puri	Puri
20	Rayagada (A) College, Rayagada	Non Govt	Rayagada	Rayagada
21	G.M (A) College, Sambalpur	Govt	Sambalpur	Sambalpur
22	Government (A) College, Rourkela	Govt	Rourkela	Sundergarh
23	Vyasanagar (A) College, Jajpur	Non Govt	Jajpur	Jajpur
24	P N (A) College, Khurda	Non Govt	Khurda	Khurda
25	Science (A) College, Hinjicut	Non Govt	Hinjicut	Ganjam

### Financial Assistance to Colleges:

Each College will be given a grant of Rs.15 lakhs per annum to make payment as per the details given below:

Sl.NO.	Item	Per batch of 03 Months duration	For Annum (04 batches)
1.	Payment to Teachers	Rs. 500/- per class $\times$ 25 classes for 03 months duration = 12,500/-	50,000/-
2.	Conveyance to Teachers	Rs. 200 $\times$ 25 = Rs. 5000/-	20,000/-
3.	Payment to Coordinator	Rs. 3000 $\times$ 12	36,000/-
4.	Payment to Lab. Assistant	Rs. 1500 $\times$ 12	18000/-
5.	Payment to Lab Attendant	Rs. 1000 $\times$ 12	12000/-
6.	Stationary		7000/-
7.	Contingency		7000/-
		<b>TOTAL</b>	<b>1,50,000/-</b>

At the end of each year, report on the programmes, name of the students with their roll no, class and evidence in support of receipt of the certificates and utilization certificates, duly audited and countersigned by the Principal/Registrar and photographs of some important events like certificate distribution must be submitted to the HE Department.



To Mr. Sabash Pradhan,  
for: n.s.

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19/3/16

Government of Odisha  
Department of Higher Education

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No.: 6488 /HE. Dated: 17/03/2016  
VIII-HE-COOD-PG-0029/2015

On m  
19.3.16

From  
Dr. Ajay Kumar Nayak, OAS  
Joint Secretary to Government

To  
The Principals  
(List Enclosed)

Sub: Guideline for "Short term Course in Communication Skills in English Language"

Madam/Sir,

In inviting a reference to the subject cited above, I am directed to inform that the operational guidelines for short term course in communication skills in English language" is enclosed herewith for your kind reference. This guideline must be strictly adhered to. Funds amounting to Rs 1.50 lakh to each approved college have been released. Therefore, you are requested to start this course in your institution utilizing the Language Laboratory as soon as possible.

After the successful completion of each batch, the Principals concerned are directed to inform the undersigned.

Yours faithfully

Joint Secretary to Government  
17/3/16

Memo No. 6489 /HE, Date: 17/03/2016.

Copy forwarded to Director, Higher Education/All Regional Directors of Education/District Level Consultants for information. They are requested to monitor the functioning of Language Laboratories and also the implementation of this course.

Joint Secretary to Government  
17.3.16

Guidelines  
For  
"Short-term course on  
Communication Skills in English Language  
for College Students"



*Subject Change Proforma  
For the purpose of  
the Ministry of Education  
Government of Odisha*

Department of Higher Education  
Government of Odisha

### **Usage of English Language in an Era of Globalisation**

Globalisation has increased the usage of English Language in our day-to-day life. Every country in the world promotes the use of English for both intra-national and international communication. English is spoken by more than 1.5 billion people across the world. It is the official language in one third of the countries of the world, including the USA and the Commonwealth Nations. Cross-border business and diplomatic communication are conducted mostly in English. It has occupied the centre-stage as a dominant language in internet and social media, the world of information and entertainment, language and literature, science and technology, research and development at the international level.

International Labour Organization (ILO) has predicted that by 2020, India will have 116 million workers in the age bracket of 20 to 24 years. The average age in India by the year 2020 will be 29 years. In a scenario like this, India needs to train its youth in employable skills. NASSCOM has found that only 25% of the graduates in India are employable, mainly due to the lack of proper communication skills. Our youth have the right knowledge but lack the communication skills. With the rapid inflow of MNCs into the country, the demand for English has increased manifold.

Business transactions in most of the private sector and public sector undertakings are carried out in English. It is the medium of instruction in the science and commerce streams in the conventional colleges, in all the professional and technical courses and in all the streams in the universities. English is the main language of communication in the tourism sector which is one of the thrust areas of Government of Odisha. English is the language for research and development in the universities and institutions of higher learning.

However, the English syllabus in the conventional colleges and universities are mostly traditional and descriptive and not communicative. Students passing out from the colleges with high percentage of marks are very bad communicators in English and are less employable.

## The Need for a Communicative Syllabus for the College Going Students

Students in our colleges and universities need to empower themselves in communicative skills in English to meet the communicative needs in their everyday lives. The syllabus at both the higher secondary and graduation levels can be modified accordingly. The thrust on reading and writing skills needs to be shifted to aural-oral communication skills so that they are able to read and understand the texts on their own, use the words and grammatical structures in appropriate situations to express their thoughts and ideas.

### COURSE- 1 ASPECTS OF COMMUNICATION

- 1 Unit-1: Communication: An Introduction ( 01 Class)
  - Definition, Nature and Scope of Communication
  - Importance and Purpose of Communication
  - Process of Communication
  - Types of Communication
- 3 Unit-2: Non-Verbal Communication (02 Classes) ✓
  - Personal Appearance
  - Gestures
  - Postures
  - Facial Expression
  - Eye Contacts
  - Body Language
  - Silence
  - Tips for Improving Non-Verbal Communication Skills
- 4 Unit-3: Effective Communication (01 Class) ✓
  - Essentials of Effective Communication
  - Communication Techniques
- 5 Unit-4: Communication Network in an Organization-I(01 Class)
  - Personal Communication
  - Internal Operational Communication
  - External Operational Communication

Unit-5: Communication Network in an Organization-II(01 Class)

- Horizontal(Lateral) Communication
- Vertical(Downward) Communication
- Vertical(Upward) Communication

Unit-6: Communication in English(01 Class)

- Age of Globalization and the Need for Communicating in English
- English as the First or Second language
- Uses of English in academic and non-academic situations in India

COURSE -2 VERBAL COMMUNICATIONS

Unit-7: Listening Skills-I(01 Class)

- Purpose of Listening
- Listening to Conversation (Formal and Informal)
- Active Listening- an Effective Listening Skill
- Benefits of Effective Listening
- Listening to Announcements- (railway/ bus stations/ airport /sports announcement/ commentaries etc.)

Unit-8: Listening Skills-II (01 Class)

- Academic Listening (Listening to Lectures)
- Listening to Talks and Presentations
- Note Taking Tips

Unit-9: Oral Communication Skills (Speaking Skills)-I(02,Classes)

- Importance of Spoken English
- Status of Spoken English in India
- International Phonetic Alphabet(IPA) Symbols
- Spelling and Pronunciation

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13 Unit-10: Oral Communication Skills-II (Communication in Context-I) (02 Classes)

- Asking for and giving information
- Offering and responding to offers
- Requesting and responding to requests
- Congratulating people on their success
- Expressing condolences
- Asking questions and responding politely
- Apologizing and forgiving

14 Unit-11: Oral Communication Skills-III (Communication in Context-II) (02 Classes)

- Giving instructions
- Seeking and giving permission
- Expressing opinions (likes and dislikes)
- Agreeing and disagreeing
- Demanding explanations
- Asking for and giving advice and suggestions
- Expressing sympathy

16 Unit-12: Reading Skills (01 Class)

- Purpose, Process, Methodologies
- Skimming and Scanning
- Levels of Reading
- Reading Comprehension
- Academic Reading Tips

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**COURSE-3: WRITTEN COMMUNICATION**

17 Unit-13: Effective Writing Skills-I(01 Class)

- Elements of Effective Writing (What is writing?)
- The Sentence, Phrases and Clauses
- Types of Sentences

18 Unit-14: Effective Writing Skills-II(01 Class )

- Main Forms of Written Communication
- Paragraph Writing (Linkage and Cohesion)
- Letter Writing(formal and informal)
- Essay writing
- Notices

19 Unit-15: Effective Writing Skills-III(01 Class)

- Summarising
- Précis Writing
- Note-making

20 Unit-16: Understanding and Applying Vocabulary (01 Class)

- Words Often Confused-Pairs of words
- One Word Substitutes
- Synonyms and Antonyms
- Word Formation: Prefixes, Bases and Suffixes (Derivational & Inflectional).

**COURSE-4: COMMUNICATION AS A SKILL FOR CAREER BUILDING**

21 Unit-17: Preparing for a Career(01 Class)

- Identifying job openings

- Applying for a job
- Preparing Cover letters
- Preparing a CV/Resume and Effective Profiling

28 Unit-18: Presentation Skills(02 Classes)

- Preparing a PowerPoint Presentation
- Greeting and introducing
- Presenting a Paper
- Group Discussions
- Preparing for and Facing a Job Interview

29 Unit-19: Business Communication (01 Class)

- Preparing Agenda and Minutes for Meetings
- Writing Notices and Memos
- Drafting an E-mail, Press Release
- Correspondence with Govt./Authorities, Office Orders, Enquiries and Replies)

30 Unit-20: Telephone Skills (01 Class)

- Basics of Telephone communication
- How to handle calls- telephone manners
- Leaving a message
- Greeting and Leave Taking over phone(etiquette)

**Implementation Strategy:**

The Language and Communication laboratories established in Government and Aided Colleges were launched on pilot basis. Teachers in Schools, Colleges and Universities with proficiency in the subject will be engaged in curriculum delivery. Extra remuneration @ Rs. 500/- per class of one hour duration will be

✓  
paid. The In-charge teacher of the laboratory will act as the Coordinator of the programme. Part-time Lab Assistant and Attendant will be engaged to assist the Coordinator. Principal will select a dedicated teacher as the Co-ordinator. Selection of Co-Ordinator must not be based on seniority, but on efficiency and commitment. When outside persons, other than the in-house teachers, are engaged for the purpose, their Curriculum Vitae must be approved by the Principal, Co-Ordinator of this programme, Academic Bursar/OIC, Academic Matters and at least one member of the English Department. A panel of names must be prepared. In extra-ordinary case, Professors of eminence can be invited to take classes, where no CV is required. The Co-Ordinator is to give a certificate to that effect.

#### Duration of the Programme:

Duration of the programme will be three months. Classes will be conducted during off hours and on Sundays and holidays. There will be 25 classes to cover the course. Each unit will be covered in a class of one hour duration. There will be four batches in an academic year. The Co-ordinator with the assistance of Lab. Assistant and Lab Attendant will take care of language laboratory throughout the year. ✓ Separate Stock register, Attendance Register, Progress Register and Cash Book(subsidiary) are to be maintained. Lab Asst. will assist the Co-Ordinator in maintaining all these Registers.

#### ✓ Attendance:

70% attendance will be made mandatory.

#### Certification:

Colleges are authorized to issue a "Certificate of Participation" to students enrolled in the Programme on Communication Skills in English.

1.3.2 Number of value-added courses for imparting transferable and life skills offered during last five years (10)

1.3.3 Average Percentage of students enrolled in the courses under 1.3.2 above (10)

<b>Year -1 (2016-17)</b>						
<b>Name of the value added courses (with 30 or more contact hours) offered</b>	<b>Course Code (if any)</b>	<b>Year of offering</b>	<b>No. of times offered during the same year</b>	<b>Duration of course</b>	<b>Number of students enrolled in the year</b>	<b>Number of Students completing the course in the year</b>
Short Term Course on Communication Skills in English Language for College Students		13-07-2016	3	3 Months Per Each Batch	72	72
<b>Year 2 (2017-18)</b>						
<b>Name of the value added courses (with 30 or more contact hours) offered</b>	<b>Course Code (if any)</b>	<b>Year of offering</b>	<b>No. of times offered during the same year</b>	<b>Duration of course</b>	<b>Number of students enrolled in the year</b>	<b>Number of Students completing the course in the year</b>
NIL	NA	NA	NA	NA	NA	NA
<b>Year 3 (2018-19)</b>						
<b>Name of the value added courses (with 30 or more contact hours) offered</b>	<b>Course Code (if any)</b>	<b>Year of offering</b>	<b>No. of times offered during the same year</b>	<b>Duration of course</b>	<b>Number of students enrolled in the year</b>	<b>Number of Students completing the course in the year</b>
NIL	NA	NA	NA	NA	NA	NA

<b>Year 4 (2019-20)</b>						
<b>Name of the value added courses (with 30 or more contact hours) offered</b>	<b>Course Code (if</b>	<b>Year of offerin</b>	<b>No. of times offered during the same year</b>	<b>Duration of course</b>	<b>Number of students enrolled in the year</b>	<b>Number of Students completing the course in the year</b>
NIL	NA	NA	NA	NA	NA	NA
<b>Year 5 (2020-21)</b>						
<b>Name of the value added courses (with 30 or more contact hours) offered</b>	<b>Course Code (if</b>	<b>Year of offerin</b>	<b>No. of times offered during the same year</b>	<b>Duration of course</b>	<b>Number of students enrolled in the year</b>	<b>Number of Students completing the course in the year</b>
NIL	NA	NA	NA	NA	NA	NA