

Certificate Course in Selected Vocational Areas

(Digital Marketing, Zari Zardozi & Beadwork,

Banking & Financial Service)

(DISTANCE -CUM-CONTACT MODE)

PROSPECTUS



PSS CENTRAL INSTITUTE OF VOCATIONAL EDUCATION

(A constituent Unit of NCERT under Ministry of Education, Government of India),
Shyamla Hills, Bhopal – 462002 (M.P.)

Foreward

Certificate Course have been designed to provide students with skill-based, employment-oriented education in alignment with the objectives of the National Education Policy (NEP) 2020 and the Skill India Mission.

Each course blends theoretical knowledge with hands-on practical training, enabling learners to acquire competencies that meet current industry standards. The Banking and Financial Services course prepares learners for careers in the financial sector by building an understanding of banking operations, financial literacy, and customer service. The Digital Marketing course equips learners with essential digital skills such as online branding, social media promotion, and content creation - key tools for success in today's digital economy. The Zari, Zardozi and Beadwork course nurtures traditional craftsmanship while introducing modern design and entrepreneurial skills, preserving cultural heritage and promoting self-reliance.

These certificate course not only aim to enhance employability but also to foster creativity, innovation and entrepreneurship among learners. We hope that the certificate course will contribute to a better understanding and effective execution of vocational education in India and strengthen our efforts for providing quality vocational education to our students. We hope that student will make the most of these opportunities and contribute meaningfully to their chosen fields.

Dr. Deepak Paliwal

Joint Director

PSS Central Institute of Vocational Education, Bhopal

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1. ABOUT PSSCIVE

The Pandit Sundarlal Sharma Central Institute of Vocational Education (PSSCIVE) is an apex research and development organization in the field of Vocational Education and Training (VET). It is a constituent unit of the National Council of Educational Research and Training (NCERT), established in the year 1993 by the Ministry of Education (formerly Ministry of Human Resource Development), Government of India. It is also a UNEVOC (UNESCO's International Project on Technical and Vocational Education) Network Centre in India. The Institute has a picturesque 37-acre campus with Departments created for different disciplines, like Agriculture and Animal Husbandry, Business and Commerce, Engineering and Technology, Health and Paramedical Sciences, Home Science and Hospitality Management and Humanities, Science, Education and Research. The Institute offers training programmes in vocational pedagogy and subject-specific vocational skills for the key functionaries and vocational teachers. The highly qualified team of the Institute possesses excellent professional skills and experience required to impart training for classroom teaching and practical training.

The Institute conducts research, development and training programmes and extension on vocational and pre-vocational education and wide array of disciplines for the key functionaries and teachers. The highly qualified team of the Institute possesses excellent professional skills and experience required to impart training for classroom teaching and training.

The Institute has traversed the path of rapid development in vocational education, responding positively to the changing needs of the industry and at times initiating significant changes in the field of vocational education. The evolution of the Institute in the last 30 years has witnessed various challenges, but these have served as opportunities to explore new horizons and work on possibilities of reimagining vocational education in light of NEP 2020 and NCFSE 2023 for meeting the skill needs of the people at the local and global canvas.

The Institute is in the process of setting up Skill e-Labs for promoting skill learning in a safe environment and flexibility in learning. The institute is supporting States/UTs in implementation of National Curriculum Framework for Secondary Education (NCFSE) 2023 and implementing vocational education as per National Education Policy 2020. The Institute is launching short term online and offline courses for building employability skills, 21st century skills and futuristic vocational skills.

Institute's Vision

To be a leading organisation to strengthen Vocational Education and Training system to meet the skills need of the current and future workforce development.

Institute's Mission

To build the capacity of TVET institutions for meeting the skills need of the current and future workforce.

Strategic Goals

1. To promote vocational education and training to enhance the social economic development of the country.
2. To enhance the quality of vocational education and training system through systemic policy interventions.
3. To design and offer programmes for professional development of vocational teachers to enhance the quality of vocational education and training in school.
4. To enhance synergic partnership and networking with organization, institutions and agencies for delivery of VET products and services.

Key Roles

1. Advice and assist the Central and State/UT governments in the implementation of vocationalisation of education in schools.
2. Develop guidelines, curricula, courseware and e-learning materials for a wide spectrum of target group including children with special needs.
3. Develop vocational courses programmes under the National Skill Qualification Framework (NSQF).
4. Offer a wide spectrum of courses and training programs for capacity building of key functionaries and vocational teachers trainers.
5. Collaborate with national and international organizations/institutions/agencies for promotion of quality VET.
6. Undertake research projects in collaboration with national and international organizations.
7. Organize national and international seminars, conferences and workshops to provide a forum for discussion and strategic direction for effective implementation of vocational education and training programmes.

Vibrant Green Campus

The campus facilities have been developed to encourage visitors and learners to explore, discover and enrich themselves with academic knowledge and vocational skills. The Institute's campus creates an interactive learning environment for learners and cultivates a passion for vocational learning. It also offers opportunities to develop interests and talents through various extracurricular activities. Each classroom and laboratory has been built with specialized facilities for trainees of different vocational disciplines so that they can gain know-how and practical skills in their chosen areas.

Teaching Excellence

The Institute's highly qualified team of PSSCIVE possesses academic and practical experience in vocational pedagogy, training and research. The Institute fulfils the tasks related to the pedagogical and organisational provision of vocational education and training in secondary schools, practical training centres and apprenticeship training.

Strong Network with other Organisations

The Institute strive to forge long-term partnership in support of programme planning, design and development. The Institute has direct and indirect support from the industry in the form of sharing of information, interactive learning activities and opportunities for industry visits and hands-on training.

2. ABOUT CERTIFICATE COURSE

The introduction of 3-month distance cum contact vocational certificate courses addresses the growing demand for industry-aligned skill development in both traditional and emerging sectors. With rapid advancements in technology, increasing specialization, and a competitive job market, these courses offer a flexible and accessible learning approach, combining theoretical knowledge with hands-on practical training. By focusing on areas such as Banking & Financial Services and Digital Marketing, the courses cater to futuristic industries, while programs like Zari, Zardozi & Beadwork preserve and enhance traditional skills and knowledge. This blended learning model not only meets the needs of diverse learners, ranging from students to professionals, but also ensures job readiness, entrepreneurial capability, and lifelong learning, thereby contributing to individual empowerment and national economic growth.

The certificate courses developed, align with the vision of NEP 2020 by fostering skill-based education and empowering learners with industry- relevant competencies. These programs aim to enhance employability and self-reliance, opening pathways for entrepreneurship in local and global markets, as well as wage and self-employment opportunities across diverse sectors. By addressing skill gaps and promoting economic growth, these courses contribute to national development goals, embodying the essence of NEP 2020 in creating a future-ready workforce.

2.1 Overview

Digital Marketing: This is one of the most sought-after industries right now. It offers a wide range of possibilities to everyone and anyone. With the continuous development of technology, there is no better time to become a digital marketer than when companies are moving or moving their business online. The global spending on digital advertising soared to a staggering \$389 billion in 2021. That's a testament to the colossal impact that digital marketing wields in our world today, reshaping the way businesses communicate and consumers engage. Zooming into 2023, the Indian digital marketing market attained a value of USD 5,118.55 million in 2023, with projections hinting at a Compound Annual Growth Rate of 30.3% during 2024-2032 to reach a value of USD 55,372.78 million by 2032. The need for digital marketing experts is on the rise, drawing attention to the increasing popularity of digital marketing courses. These courses serve as a pathway for both seasoned professionals looking to enhance their skills and newcomers intrigued by the limitless possibilities in this ever-changing industry. In today's business environment, digital marketing courses play a crucial role due to the growing dependence on online channels for brand promotion, customer interaction, and sales. In essence, a digital marketing certificate course aligns closely with the principles of the NEP 2020, serving as a catalyst for empowering students with relevant, real-world skills essential for success in the contemporary job market and entrepreneurial landscape.

Zari, Zardozi, and Beadwork: This technique is integral to surface ornamentation in Fashion Design, not only in Bharat but globally. The worldwide demand for these intricate techniques creates a significant need for skilled artisans, offering employment opportunities across international fashion houses, export houses, and design studios. Despite the global demand, there is a shortage of trained professionals in Zari, Zardozi, and beadwork. The scarcity of skilled artisans in this field highlights the urgency to offer a certificate course to bridge the gap, ensuring a steady supply of individuals to meet industry demands. Offering a short duration certificate course not only imparts skills but also contributes to the preservation of cultural heritage, ensuring that this intricate art form continues. It will be useful in promoting the Indian Knowledge System (IKS), as has been also recommended in the National Education Policy 2020. The certificate course will provide individuals with a structured platform to develop and refine their skills under the guidance of experienced artisans,

ensuring a mastery of the intricate techniques involved. It will help skilled individuals secure positions in garment export houses, design houses, couture studios, and other segments of the fashion industry.

Banking and Financial Services: The necessity for a Certificate Course in Banking and Financial Services is underscored by the intricate and dynamic nature of financial industry. As financial markets evolve and become increasingly complex, there is a growing demand for professionals who possess specialized skills and up-to-date knowledge in areas such as banking, investments, and risk management. A targeted certificate course serves as a practical solution to address the widening gap between theoretical education and the practical expertise demanded by the financial services sector. This program is justified by its ability to equip individuals with industry-relevant skills, ensuring they are well-prepared to navigate the multifaceted landscape of finance. Moreover, in an era of technological disruptions and changing regulatory frameworks, a certificate course becomes instrumental in providing professionals with the tools and insights necessary to adapt to these shifts, thereby enhancing their employability and competitiveness in the job market. The justification for such a course also extends to its role in fostering career advancement, entrepreneurial opportunities, and a global perspective, making it a valuable investment for individuals seeking to thrive in the dynamic field of financial services.

RECOGNITION

Pandit Sunderlal Sharma Central Institute of Vocational Education, Bhopal is a constituent unit of National Council of Educational Research and Training (NCERT), under Ministry of Education, Government of India.

2.2 Aims and Objectives

Aims

The aim of the program is to enhance the skills and knowledge of learners in the field of vocational education and training, with the aim of strengthening the vocational education system.

Objectives

To launch the certificate training courses in the following areas:

- i. Digital Marketing,
- ii. Zari, Zardozi and Beadwork
- iii. Banking & Financial Services.

The PSS certificate courses are designed to meet the evolving needs of industry and society by equipping learners with practical knowledge and skills in specialized areas. Despite the diverse fields covered, the following common outcomes apply to all the courses developed and the certificate course aims to instill the following in its learners:

- **Enhance Employability Skills:** Equip learners with practical and

industry-relevant knowledge, enabling them to secure employment or entrepreneurial opportunities in their chosen vocational area.

- **Promote Specialized Knowledge:** Provide in-depth training and certification in emerging and traditional fields, catering to diverse interests and career aspirations.
- **Facilitate Industry-Ready Competencies:** Develop technical and soft skills aligned with current industry standards, particularly in futuristic skills.
- **Encourage Innovation and Entrepreneurship:** Inspire learners to apply their skills creatively to launch start-ups or innovations in the field.
- **Foster Lifelong Learning and Skill Development:** Create pathways for continuous education and upskilling, ensuring learners stay competitive in evolving global and local markets.

2.3 Target Group

This course is designed for students/candidates who wish to enhance their skills for career growth and business opportunities.

2.4 Eligibility Criteria

To be eligible for the Certificate Course, applicants must meet the following requirements:

Essential: A minimum qualification of Class 10th pass and a minimum age of 18 years.

2.5 Medium of Instruction

The course will be delivered in a bilingual mode (Hindi and English) to ensure accessibility for a wider range of learners. A basic understanding of both languages will be beneficial for effective learning and participation.

2.6 Study Centre

PSS Central Institute of Vocational Education (PSSCIVE), Shyamla Hills, Bhopal

2.7 Number of Seats and Reservation Policy

The minimum numbers of seats are 20 (Twenty). The PSSCIVE provides reservation in admission for various categories of learners, including Scheduled Castes, Scheduled Tribes, non-creamy layer of OBC, Economically Weaker Sections (as notified by MHRD through OM 12-4/019-U1 in January 2019) and Person with Disabilities in accordance with the Government of India rules for admission to the certificate course. However, any learner found to have submitted a forged certificate under any category will not only have their admission cancelled but also face legal action, as per the rules of the

Government of India. Reservation of seats: EWS-10%, OBC(NCL)-27%, SC-15%, ST-7.5% and PH-4%.

2.8 SCHEME OF STUDY

- CREDIT AND HOUR DISTRIBUTION**

Component	Credits	Hours per Credit	Total Hours
Theory	6 Credits	15 Hours	90 Hours
Practical	6 Credits	30 Hours	180 Hours
Total	12 Credits	–	270 Hours

Note: $\pm 20\%$ variation in total hours is permissible at the discretion of the course coordinator to accommodate local needs, learner pace or delivery methods. This allows flexibility between 216 to 324 hours.

- WEEKLY DISTRIBUTION PLAN (Indicative)**

Week	Theory Hours	Practical Hours	Total Weekly Hours
Week 1	7-8	14-15	21-23
Week 2	7-8	14-15	21-23
Week 3	7-8	14-15	21-23
Week 4	7-8	14-15	21-23
Week 5	7-8	14-15	21-23
Week 6	7-8	14-15	21-23
Week 7	7-8	14-15	21-23
Week 8	7-8	14-15	21-23
Week 9	7-8	14-15	21-23
Week 10	7-8	14-15	21-23
Week 11	7-8	14-15	21-23
Week 12	7-8	14-15	21-23
Total	90 Hours	180 Hours	270 Hours

- ❖ Theory classes may include lectures, discussions, guest sessions, and interactive presentations.
- ❖ Practical sessions should involve hands-on training, demonstrations, fieldwork, simulations, and assignments aligned with the course content.
- ❖ Assessment must be balanced across theory and practical components, with clear weightage for internal and final evaluation.

2.9 Duration

The certificate course is spans over three months as outlined below:

Month	Mode	Activity	Duration
I	Distance	Self-learning, online classes, assignment, portfolio, viva	10 Weeks
II	Distance	Self-learning, online classes, assignment, portfolio, viva	
III	Contact	Contact classes, hands-on activities, assignment, portfolio, expert lectures, assessment.	2 Weeks

*The duration of the contact classes may vary according to the requirement of the course.

2.10 Course Structure

This certificate course includes theory classes, hands-on practical training, and project work. The theory covers the basics of vocational education and teaching methods. The course carries a total of 12 credits. Complete details of the certificate course are available on the website www.psscive.ac.in.

2.11 Course Content

The course content of different certificate course is given below:

2.11.1 Digital Marketing

Theory topics (Online Sessions + Self Study)	Practical tasks	Deliverable
Marketing basics; Consumer behaviour and STP; marketing strategy and trends	7 Ps research; branding analysis	Quiz and one-page plan
Digital versus traditional marketing; careers in digital; website fundamentals	Landing-page design session	Wireframe of landing page
SEO and keyword research; on-page SEO; UX signals vs bad SEO	Off-page and technical SEO workshop	Keyword sheet
UX signals and Google rules; site-audit methods	Backlink outreach; local SEO lab	Full SEO report
Content marketing and blogs; podcasts; Meta business page	Meta campaign structure build	Editorial calendar with screenshot
Meta budgets and bids; Pixel or cAPI and KPIs	Ad-set build; compliance check	Mock Meta campaign
Google Ads setup; keyword selection; ad copy	Conversion tracking; ad extensions	Google Ads mock campaign

Email and WhatsApp flows; push, CRM, cohorts; GA4 theory	GA4 property setup; traffic reports	Journey map with GA4 screenshot
Clarity heatmaps; creator economy guides; revenue models	Influencer and ecommerce lab	Five-slide pitch deck
Online business models; bounce and conversion fixes	CTR and CPC optimisation drills	Optimisation playbook
Capstone brief; campaign asset build; analytics review; Capstone rehearsal	Testing and metric collection	Capstone draft report
Career prep; resume and LinkedIn upgrade	Profile polishing lab	Final capstone and résumé

2.11.2 Zari, Zardozi & Beadwork

Theory Topics (Online Sessions + Self Study)	Practical Tasks	Deliverables
Traditional Indian Embroideries	Identify and document samples or images of traditional embroideries from different regions of India. Create a comparison chart showing motifs, stitches and materials used.	Illustrated chart or digital presentation on Indian embroideries.
Overview and Dimensions of Zari, Zardozi & Bead-Work	Observe and record the materials, tools and techniques used in Zari, Zardozi, and Beadwork through videos or workshops.	Portfolio sheet or report describing tools, raw materials, and processes.
Design Process	Develop an embroidery design inspired by traditional motifs using tracing or digital design tools. Create a colour and material plan.	Design sketch with motif tracing, colour palette, and material list.
Stitches of Zari, Zardozi and Bead-Work	Practice basic and decorative stitches used in Zari, Zardozi and Beadwork on fabric samples.	Embroidery sampler displaying at least 5–6 stitches with labeling.
Skill & Employment Opportunities	Research local artisans, boutiques or enterprises offering work in hand embroidery. Conduct short interviews or online exploration.	Report or infographic on career pathways and entrepreneurial options.
Fashion and Apparel Industry	Study how Zari, Zardozi and Beadwork are applied in fashion collections and contemporary products. Analyze one brand or designer using these techniques.	Case study presentation or mood board showing design applications.
Maintaining Quality and Workplace Safety	Demonstrate proper posture, handling of needles, frames and materials; identify common quality issues and their prevention.	Checklist or photo documentation of safety measures and quality standards.

2.11.3 Banking & Financial Services

Module Number	Module Name	Key Learning Outcomes
1	Introduction to Banking	Understand banking structure, account operations, remittances, loans
2	Introduction to Financial Services	Learn advisory roles, fund & fee-based services, tax forms, govt. schemes
3	Technology in Financial Services	Operate basic computer tools, explore fintech apps and startups
4	Financial Inclusion	Learn about BC/BF model, SHG/JLG, digital inclusion, social schemes
5	Banking Services	Operate digital banking, understand CIBIL and grievance redressal
6	Insurance Services	Understand insurance basics, IRDAI role, grievance redressal
7	Mutual Fund Services	Understand mutual fund products, NAV, AMFI role
8	Capital Market	Learn capital markets, indices, SEBI functions
9	Banking Laws	Understand key banking-related acts and regulations
10	Customer Services	Handle diverse customers, use websites and communication tools effectively
11	Cybersecurity	Identify cyber frauds, ensure safe online banking behavior
12	Career Opportunities	Identify jobs and self-employment opportunities in BFSI

2.12 Evaluation and Examination

The scheme of examination will be made available on the website of PSSCIVE. In month I and II, the students will be evaluated under three components i.e. Assignments 30%, Portfolio 20% and written examination and viva 50% weightage. Month III is in distance cum contact mode and the learners will be evaluated on four parameters, Assignment 10%, Portfolio 10%, Skill/Practical based continuous assessment 60% and Written examination 20%.

2.13 Certification

After successful completion of the Certificate Course, the certificate will be awarded by the PSS Central Institute of Vocational Education, NCERT, Bhopal.

2.14 Admission Procedure

Please visit www.psscive.ac.in

The account details for NEFT/RTGS are as follows:

1. Name of the Account: PT SUNDERLAL SHARMA C I V E
2. Account Number: 10121604354
3. Name of the Bank: STATE BANK OF INDIA
4. Name of the Branch: R.C.E. Bhopal
5. IFSC Code: SBIN0002889

Certificate Course Fee

The selected candidates are required to pay a non-refundable certificate course fee of Rs. 20,000 (Rupees Two Thousand only) by online mode from any Nationalized bank. Tuition fee (Rs.4000/-) is exempted for applicants belonging to SC/ST.

Certificate Course Fee: Rs.20,000

(a)	Admission Fee	:	1000
(b)	Tuition Fee (No Tuition fee for SC/ST)	:	4000
(c)	Certificate Course Delivery, Study Material, Examination fee, etc.	:	15000
Total		:	20,000

2.15 BOARDING AND LODGING:

Expenditure for boarding and lodging during the contact mode is included in the fees paid by the students. Boarding and lodging facilities are available on the campus in the hostel. However, students are required to make their own travel arrangements (to and from) for attending the contact classes.

2.16 Admission Schedule

S. No.	Particulars	Important Dates
1.	Application Form for Admission Starts from	27 October 2025
3.	Last date for payment of Course Fee and Admission	25 November 2025

4.	List of Admitted Candidate	28 November 2025
5.	Commencement of the Certificate Course	01 December 2025

Course Coordinator,

**PSS Central Institute of Vocational Education (PSSCIVE), Shyamla Hills,
Bhopal-462 002 (M.P.)**

***Check our website www.psscive.ac.in for any updates**

