

HANSRAJ COLLEGE SUMMER SCHOOL 2025

(Skill-building and Industry Immersion Program for Students)

Organised by: Student Learning Centre,
Hansraj College, University of Delhi

Certificate Courses

Duration: 1 July - 15 July 2025

30 hours (Online Mode)

Eligibility: 12th pass/Undergraduate/Postgraduate



ABOUT US

Hansraj College, a premier institution under Delhi University, is renowned for academic excellence and its holistic approach to education. Committed to nurturing leadership and innovation, the college offers a dynamic learning environment through modern pedagogy and industry collaborations.

OBJECTIVE

Hansraj College Summer School 2025 offers intensive certificate courses curated to foster skills, industry readiness, and interdisciplinary thinking. Through workshops, expert lectures, and collaborative projects, the summer school equips students to thrive in emerging fields.

CERTIFICATE COURSES OFFERED

- Public Policy and Governance Course
- Digital Marketing Course
- Entrepreneurship Course
- Graphic Design Course



Public Policy and Governance Course (SLC-30)

This course provides an understanding of the policymaking process, governance structures, and the role of various stakeholders in shaping public policy. It introduces analytical tools to assess policy effectiveness and explores contemporary governance challenges at local, national, and global levels.



01

Understand the fundamentals of public policy processes.

02

Analyze the role of institutions, actors, and interests in governance.

03

Evaluate public policies using evidence-based approaches.

04

Discuss contemporary challenges in governance (e.g., transparency, accountability, digital governance)



VIMAL KUMAR
CO FOUNDER, FINNOVESTA

RESOURCE PERSON

COURSE COORDINATORS:

DR. ANURAG KAKKAR,
DR. BAL KRISHAN

Digital Marketing Course(SLC-32)

This course provides a comprehensive overview of digital marketing channels, strategies, and tools. It blends theoretical insights with practical applications, enabling students to plan, execute, and measure digital marketing campaigns across various platforms.



01

Understand the digital marketing landscape and consumer behavior online.

02

Plan and execute campaigns across SEO, SEM, social media, email, and content marketing.

03

Use analytics tools to evaluate campaign performance and optimize results.

04

Develop and present a complete digital marketing strategy



ARYAN SHUKLA

RESOURCE PERSON

COURSE COORDINATORS:

MS. DEEPSHIKA YADAV

Graphic Design Course(SLC-33)

This course introduces students to the principles, tools, and practices of graphic design. It covers visual communication, design theory, typography, color, composition, branding, and digital tools. Students will complete hands-on projects that build a professional design portfolio.

**01**

Understand and apply core principles of design and visual hierarchy.

02

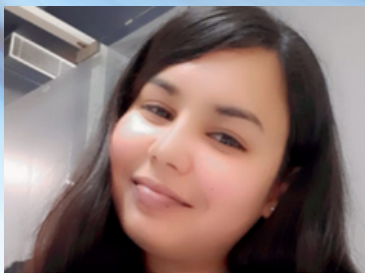
Use professional tools (Adobe Photoshop, Illustrator, InDesign, or alternatives like Figma and Canva).

03

Create logos, posters, branding materials, and digital content.

04

Analyze and critique designs from both aesthetic and functional perspectives



KIRTI KUSHWAHA

RESOURCE PERSON

COURSE COORDINATORS:
DR. POOJA ARORA



papswap
CENTRE FOR
PUBLIC
POLICY



NIPUNDTA
Efficiency for Life



Payment Details

For Registration Scan:

Fees for each course - Rs1999

Name: PRINCIPAL HANSRAJ COLLEGE SLC
ACCOUNT

Account No.: 2848101019888

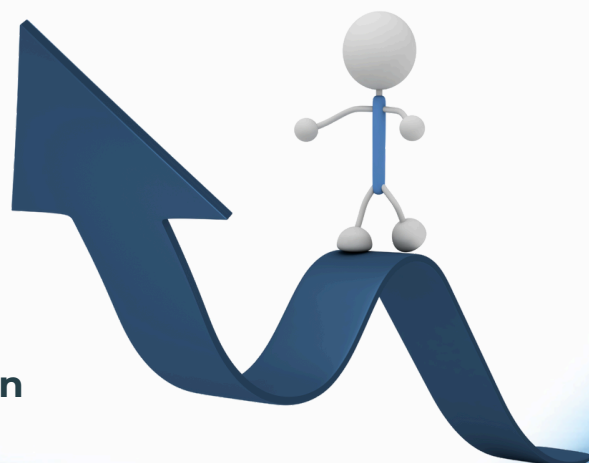
IFSC: CNRB0002848

BANK: CANARA BANK



Note: Course Fee Non-refundable

Attend 80% of the sessions for certification



Prof. (Dr.) Rama
Principal
Hansraj College

Ms. Alka Kacker
Director, IQAC
Hansraj College

Swapnil Mishra
CEO and Visionary
Nipundta

Dr. Pooja Arora
Convenor
Student Learning Centre
Hansraj College

Ms Madhavi Moni
Convenor
E-Cell

For Queries Contact: Email: slc@hrc.du.ac.in