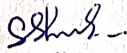No. 3270 /GACR   Dt. 23/09/2023

NOTICE

By WhatsApp/website.

A Google Career Certificate Scholarship Programme will be organized by **MO COLLEGE ABHIYAN** of this College in collaboration with **Tata Strive** on **25.09.2023 (Monday) at 11:00 A.M** in the Conference Hall.

All students of Govt.Auto. College, Rourkela are advised to attend the programme for betterment of their career and grand success of the event.

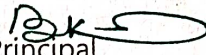Coordinator   Principal

Mo College   Govt.Auto.College, Rourkela

Memo No. 3271 //GACR.   Date. 23/09/2023

Copy to Notice Board/ Girls Common Room/Staff Common Room/website/ Emp.Asso.WhatsApp Group/ Coordinator,Mo College Abhiyan /Section Officer/ Principal's file for information.

Principal

Govt.Auto.College, Rourkela

Google | TATA STRIVE — Right Skills Bright Future

Google Career Certificate Scholarship Program

About Tata STRIVE

Tata STRIVE is the skill development initiative of the Tata Community Initiatives Trust under the aegis of Tata Trusts, addressing the pressing need of skilling India's youth for employment, entrepreneurship and community enterprise.
Our work is focused on digital skills among other areas – all of which are aimed at enabling young people to leverage the opportunities of the digital revolution that has been fast-tracked over the last two years due to Covid-19 Pandemic.

Vision
Gainful livelihood for every aspirant

Mission
Skill the disadvantaged for employment, entrepreneurship or community enterprise & collaborate to raise standards in the ecosystem

A candidate will go through **Domain Skills Certificate**– and **receive a certificate upon successfull completion** i.e. a Google Career Certificate

Google Career Certificate

- Get a Google Certificate in any of the following high-growth domains:

  - **Google IT Support Professional**
  - **Google UX Design Professional**
  - **Google Data Analytics Professional**
  - **Google IT Automation Professional**
  - **Google Digital Marketing & E – commerce**
  - **Google Business Intelligence**
  - **Google Advanced Data Analytics**

- **Mode of learning** – Recorded videos & assessments hosted on Coursera

- **Course Completion Timeline** – 6 Weeks each course

- **Assessment** – MCQ based quizzes

Youth Development Modules (YDM) (Life Skills and Employability Skills)

Cultivate and nurture your behavioral components such as attitudes, emotions, values and motivation through the following modules:
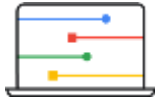
1. **Leading Self**

2. **Leading at Work**

3. **Leading Social Relationships**

Total Duration – Up to 21 hours
Mode of Learning – eLearning nuggets hosted on TCS-iON
Assessment – MCQ based quizzes & scenario-based activities

Get professional-level training from Google and earn a credential that can lead to jobs in high-growth fields

IT Support

Digital Marketing

Advanced Data Analytics
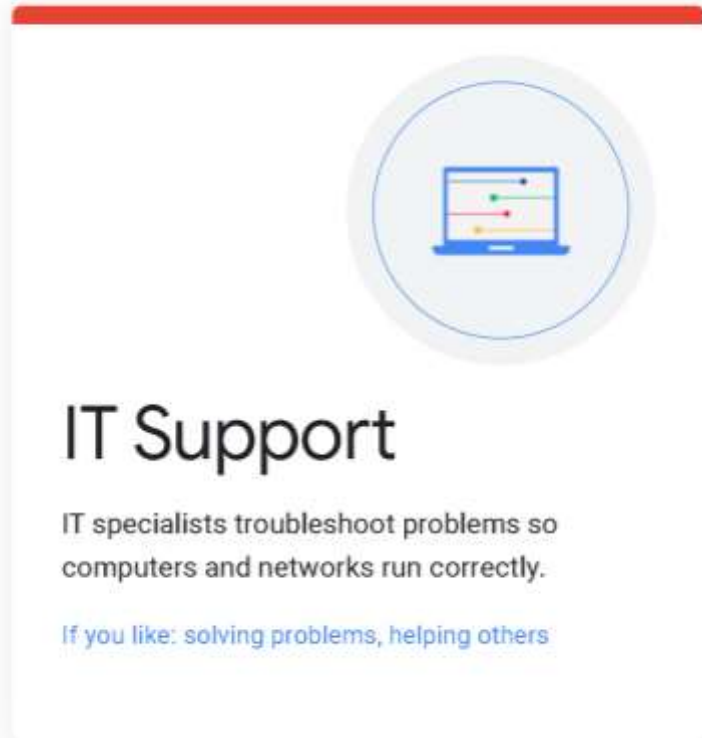
UX Design

Data Analytics

IT Automation

Business Intelligence

- Google Certificates in Diff high-demand fields
- Developed by Google experts
- Certificates designed to be product agnostic
- Stand out to employers
- Learn at your own pace
- No previous experience required
- Hands-on, practice-based approach
- Hosted on Coursera.org

What are Google Career Certificates?

Google IT Support Certificate

IT Support

IT specialists troubleshoot problems so computers and networks run correctly.

If you like: solving problems, helping others

By the end of this cert, learners will:

● **Understand core concepts** to all IT Support jobs (e.g., **troubleshooting**, customer service, **networking**, system administration, operating systems, and **security**.

● **Know how to** assemble a computer, **write effective support documentation**, route paths and subnets, **manage device software**, and more!

● Dive into working with **Linux**, **Cloud Computing** and **Command-Line Interfaces**.

Course 1, Course 2 (IT Automation)

Google Data Analyst Certificate

Data Analytics

Data analysts collect, transform, and organize data in order to help make informed business decisions.
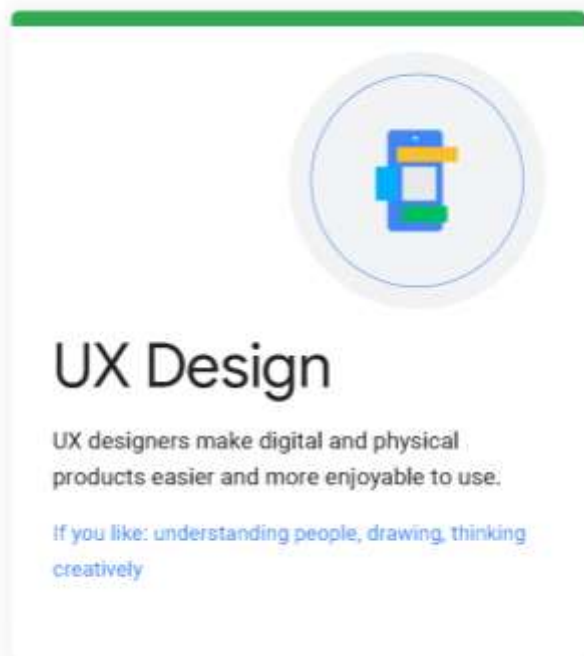
If you like: uncovering trends and patterns,

By the end of this cert, learners will:

- Have working knowledge of essential data analysis platforms **(Excel, SQL, Tableau, R)** and when to use them in the data lifecycle.

- Understand how to translate a business question into a **data analysis exercise**, incl. transforming, visualizing, and modeling data.

- Know how to distill findings into **actionable takeaways**.

- Have a **capstone project** completed, to be shared on their resume.

Course Link

Google UX Designer Certificate

UX Design

UX designers make digital and physical products easier and more enjoyable to use.

If you like: understanding people, drawing, thinking creatively

By the end of this cert, learners will:

- Have a **portfolio** including 3+ projects.

- Dive into working in **Figma and Adobe XD** - two of the most in-demand tools by employers.

- **Know core concepts** key to all UX design jobs (e.g., usability studies, design sprints, accessibility).

- Grasp the basics of **UX research** and how it informs design.

Course link

Google IT Automation Certificate

IT Automation

Build on your IT foundations and learn in-demand skills including Python, Git, and IT automation.

If you like: analyzing real-world IT problems and implementing the appropriate strategies to solve them

By the end of this cert, learners will:

- Automate tasks by **writing Python scripts**

- Use **Git** and **GitHub** for version control

- **Manage IT resources at scale,** both for physical machines and virtual machines in the cloud

- **Analyze** real-world IT problems and **implement the appropriate strategies** to solve those problems

Course link

Google Digital Marketing & E-commerce Certificate

Certificate graduates learn the fundamentals of digital marketing and e-commerce to help businesses grow their online presence and sales.

This certificate gives learners hands-on practice using popular digital marketing and e-commerce tools, such as Canva, Constant Contact, Hootsuite, HubSpot, MailChimp, Shopify, Twitter, Google Ads, and Google Analytics.

Qualified for roles such as:

- Marketing coordinator
- Marketing assistant / associate / specialist
- Search engine optimization specialist / analyst
- Paid search specialist
- Media coordinator
- Media planner
- Email marketing specialist
- E-commerce associate
- E-commerce analyst

Skills developed:

Engaging customers

Content marketing

Email marketing

Marketing analytics

Selling online

Creating a portfolio

Google Business Intelligence

Qualified for roles such as:

- Business intelligence analyst
- Business intelligence engineer
- Business intelligence developer

Certificate graduates learn the fundamentals of Business Intelligence, learn Data Modelling and Data Database, create BI visuals and design reporting tools including Dashboards.

Google Advanced Data Analytics

Certificate graduates learn the fundamentals of Data Science, Python concepts , insights, Machine learning basics .

By the end of this cert, learners will:

- Have working knowledge of essential data analysis platforms .

- Learn basic concepts for Python

- Learn Machine Learning , which uses algorithms and statistics .

- Have a **capstone project** completed, to be shared on their resume.

In addition to the self-learning, Tata STRIVE will enable:

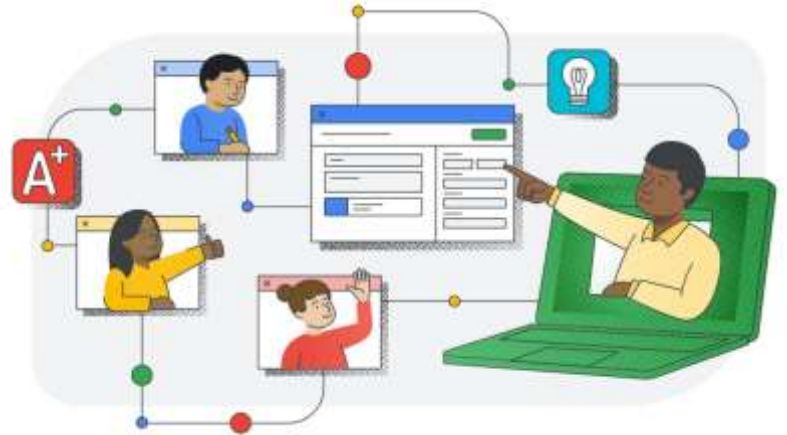**4** DOMAIN-SPECIFIC SESSIONS   **2** YOUTH DEVT. MODULES (YDM) SESSIONS

- for all courses offered -

Subject Matter Expert(SME) sessions:
Up to 6 SME sessions (Live/Recorded) followed by live Q&A round.

Placement Assistance:
a.   Through Google Placement consortium on the Coursera platform
b.   Tata STRIVE will also support placements through its partner network.
c.   The placement shall amplify the existing placement process of the organization

Eligibility

S.No	COURSES	EDUCATION CRITERIA	OTHER
1	**Google IT Support Professional**	Pre Final & Final Year learners of: BE/B.TECH/M.TECH, BCA, MCA, BSc (CS/IT), MSc (CS/IT), BSc, BSc (Maths/Statistics/IT)	Primary English knowledge as the course is in English and Access to device & internet. Underserved
2	**Google UX Design Professional**	Pre Final & Final Year learners of: BE/B.TECH/M.TECH, BCA, MCA, BSc (CS/IT), MSc (CS/IT), BSc, BSc (Maths/Statistics/IT)	Primary English knowledge as the course is in English and Access to device & internet. Underserved
3	**Google Data Analytics Professional**	Pre Final & Final Year learners of: BE/B.TECH/M.TECH, BCA, MCA, BSc (CS/IT), MSc (CS/IT), BSc, BSc (Maths/Statistics/IT)	Primary English knowledge as the course is in English and Access to device & internet. Underserved
4	**Google IT Automation Professional**	Pre Final & Final Year learners of: BE/B.TECH/M.TECH, BCA, MCA, BSc (CS/IT), MSc (CS/IT), BSc, BSc (Maths/Statistics/IT)	Primary English knowledge as the course is in English and Access to device & internet. Underserved
5	**Google Digital Marketing & E-Commerce**	Any Graduate (BBA, BCA, B.Com, STEM Graduate)	Primary English knowledge as the course is in English and Access to device & internet. Underserved

Eligibility

S.No	COURSES	EDUCATION CRITERIA	OTHER
6	**Google Business Intelligence**	Pre Final & Final Year learners of: BE/B.TECH/M.TECH, BCA, MCA, BSc (CS/IT), MSc (CS/IT), BSc, BSc (Maths/Statistics/IT)	Primary English knowledge as the course is in English and Access to device & internet. Underserved
7	**Google Advanced Data Analytics Professional**	Pre Final & Final Year learners of: BE/B.TECH/M.TECH, BCA, MCA, BSc (CS/IT), MSc (CS/IT), BSc, BSc (Maths/Statistics/IT)	Primary English knowledge as the course is in English and Access to device & internet. Underserved

Google Career Certificates help course completers start a career in a high-growth field

Last year, I graduated in the middle of a pandemic and was anxious about my career. Today, I feel confident about my skills and I am working for my dream company

With the help of Google IT Support Certificate, Simrah secured a job at a leading tech company.

It's unbelievable that I was able to start a new journey in data analytics, a field completely different from my previous experience in filmmaking

After completing the Google Data Analytics Certification, Anant is now working as a Product Operations Analyst at a tech company.

Next Steps

- **Step 1:**
Sharing of the email template to the SPOC (to be shared with the targeted and eligible learners by the organization SPOC).
This email comprises of a google form for learner registration.

- **Step 2:**
 Learners Orientation will be done for next steps

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Thank you

Google | TATA STRIVE