

A TECHNOLOGIES

INTERNSHIP/RESEARCH INTERNSHIP FOR UNDER GRADUATE STUDENTS UNDER NEP-2020 GUIDELINES

PROGRAMS

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LIVE PROJECTS
INDUSTRIAL TRAININGS
REAL WORLD
PROJECTS

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A Technologies

BROCHURE

Internship/Research Internship for Under
Graduate Students

Under NEP-2020 guidelines

by

A Technologies

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About Us

A Technologies is a **15 Years old IT company** and is a house full of experienced and skilled People and is one of the emerging companies in Kolkata, India. We are popular for our reliable web designing and web hosting services. We have solutions for personal websites, blogs, forums and enterprise clients and we also develop automation systems for companies. We also provide **Certification Courses** and Industrial Trainings on: Full Stack development, Android app design, .NET Technologies, Advanced Python, Google Go, R Programming, Advanced Java, Cyber Security and Ethical Hacking, Robotics, etc. with 100% job assistance to College students and professionals alongwith Internships with live project and add on courses opportunities according to NEP. A Technologies is an ISO 9001 : 2015 certified company and registered under MSME having registration number: UDYAM-WB-10-0128158.

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Introduction

The National Education Policy 2020-(NEP-2020) views that the purpose of the education system is to develop good human beings capable of rational thought and action, possessing compassion and empathy, courage and resilience, scientific temper and creative imagination, with sound ethical moorings and values. It aims at producing engaged, productive, and contributing citizens for building an equitable, inclusive, and plural society as envisaged by our Constitution. In accordance with the NEP-2020, the UGC framed a new student-centric “Curriculum and Credit Framework for Undergraduate Programmes” (CCFUP) incorporating a flexible choice-based credit system, multiple entry and exit options, and a multidisciplinary approach. In an internship course students require to participate in a work experience or professional activity, or cooperative education activity with an entity external to the education institution, under the supervision of an expert from the given external entity. A prime aspect of the internship/research internship is induction into actual work situations.

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INTERNSHIP

Courses We Offer

- Big Data & Data Science
- Blockchain & Web3.0
- Cyber Security
- Digital Marketing
- IOT internship
- Knowledge Learning
- R programming
- Web Development using Python
- Advanced Excel
- Power Bi
- Basic Python
- Web Development
- Tableau
- Desktop Publishing(using CorelDRAW, Excel & MS Office)
- Animation & Photoshop
- Communicative English
- Content Writing
- Copywriting
- Data processing
- Tally & ERP
- Basic course of photography
- Business Analytics
- Art & Craft
- Social Media Marketing
- Community Outreach and CSR
- Human Resource
- Public Relations
- Event Planning
- Social Media Campaign

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PROPOSAL

- This is a formal proposal towards Executing minimum of 2-4 credits, out of the required minimum 120/160 credits, of a 3-year UG degree/4-year UG degree (Honours) which can be assigned for Internship as per the National Higher Education Qualifications Framework (NHEQF) and Curriculum and Credit Framework for Undergraduate Programme (CCFUP). An internship of 30 to 60 hours duration as per mutually decided timeframe which is mandatory for the students enrolled in UG degree programmes.
- Each undergraduate student may complete an internship of 2-4 credits during after the 4th semester of the UG degree programme focussing on Hands-on Training/Short Research Project.

Sno	Courses	Suggested Schedule	Duration	Suggested Activities	Credit
1	3-year UG degree	During 2nd/4th/6th sem	30-60-120 hours	New Concepts /Hand on Training/short Projects	02-04
	4-year UG degree(Honours)				

Evaluation

1. The College will examine/evaluate the student's performance following its evaluation method. The evaluation of the internship will be carried out at the following stages:

- The interns will be evaluated by internship supervisor based on their efforts and outcome.
- The interns will be evaluated through Seminar/Project presentation and viva-voce at the College (marks will be given by a group of experts from Institute).

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OUR FACULTIES

Faculty Name	Job Description	Organization Name	Topic	Experience
Prof. Amitava Biswas	HOD, Department of Computer Science & MD, A Technologies	Behala College, Vivekananda College Thakurpukur & A Technologies	Python, .NET Technologies, Andriod App Design, Data Science	17 Years
Prof. Abhijit Kumar Banerjee	HOD, Department of Electronics	New Alipore College	Robotics, IoT, MIT, Embedded System	19 Years
Prof. Samiran Panda	Lecturer	Behala College	Advanced Java, Java Script, PHP + MySQL	7 Years
Prof. Subhabrata Bhattacharyya	Lecturer	Techno India Hooghly Campus	PHP + MySQL, Advanced Python	12 Years
Mr. Subhajit Debnath	IT Specialist	CODECLOUDS India Pvt. Ltd.	Angular 2+, NodeJS, ExpressJS, PHP+MySQL, Laravel	9 Years
Saurav Bhaumik	EC Council Certified Security Analyst & Associate Consultant	Big4, Kolkata Police, Govt. Organizations,	Cyber Security & Ethical Hacking, Six Sigma Yellow Belt, AWS	9 Years
Anupama Halder	Software Engineer, MCA	TCS Prime (Upcoming), Jadavpur University	C/C++, React, Python, SQL, Data Structure and Algorithm (DSA), Machine Learning, MERN stack, HTML, CSS, JavaScript, NodeJS, MongoDB, Photoshop, Digital Marketing, Power BI	2 Years
Soham Das	Python & AI Instructor, AI Training Expert, Project Coordinator, Ex LSA at Microsoft, Project Coordinator	Rancho Labs, Outlier, Microsoft, A Technologies	Python, ML & AI, Prompt Designing, Software Development, Java, No-SQL	5 years
Rupmita Bhattacharya	IABAC(International Association of Business Analytics Certification, Netherlands) Certified Data Scientist, NASSCOM Indian Govt. Approved Gold Data Scientist	Datamites Global Institute, Bangalore	Data Science, Data Analytics, Python Programming, Machine Learning, Statistics, AI models using Python,	2 Years

OUR FACULTIES

Faculty Name	Job Description	Organization Name	Topic	Experience
Samit Kumar Desmukh	Google certified Digital marketer, Web developer	Freelancer,Calcutta University	Digital Marketing, Canva, Photoshop, WordPress, Blogger, Wix, Figma, Power BI, HTML, CSS, JavaScript, React, PHP, DBMS(SQL),Python, java, C/C++,	3 years
Suman Paul	English Teacher (Senior Faculty) and Assistant Coordinator.	Ashok Hall Group of Schools.	Content Creation, Spoken English and Professional Grooming.	3 Years
Raunak Kanji	Art and Craft Teacher	Creation's Art Academy, A Technologies	Painting,crafting,desining	6 Years

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Existing Collaborations

A technologies is already engaged & having MOU with many Institutes for various kind of Skill Development initiatives for their Students. We have collaborated with many engineering colleges throughout the country and also conducted many internship and add-on courses in different colleges within West Bengal.

Few Such engagements are listed below.

- Sammilani Mahavidyalaya
- Taradevi Harakhch Kankaria Jain College
- EIILM
- IMS
- Narula Institute of Technology
- Behala College
- AOT
- NIT
- Vivekananda College for Women
- Ananda Mohan College
- Bhangar Mahavidyalaya
- P. N. Das College
- Udaynarayanpur Madhabilata Mahavidyalaya
- New Alipore College
- Druvchand Halder College
- Raja Peary Mohan College
- East Calcutta Girl's College
- Prafulla Chandra College

And still counting.....

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Our Detailed Course Structures for 120 Hours Courses:

Course Structure for: "Advance Excel"

Description	120 Hours
Introduction to Excel: Basics of Excel, Basic Formulas	10 hours
Excel Formulas & Functions: Review of basic Excel formulas (e.g., SUM, AVERAGE, IF), Introduction to advanced formulas (e.g., VLOOKUP, INDEX-MATCH, SUMIF/SUMIFS, COUNTIF/COUNTIFS)	20 hours
Logical Operators: Using logical functions (e.g., IF, AND, OR) for complex calculations. Introduction to Excel's data analysis tools (e.g., Goal Seek, Solver, Data Tables), Using What-If Analysis to explore different scenarios.	20 hours
Data Visualization with Charts: Creating advanced charts (e.g., combo charts, waterfall charts, radar charts), Formatting and customizing charts for better presentation, Using Sparklines to create mini-charts within cells, Introduction to Excel's statistical functions (e.g., AVERAGEIF, STDEV, CORREL)	20 hours
Excel Templates and Customization: Creating and using Excel templates for recurring tasks, Customizing the Excel interface (e.g., ribbons, quick access toolbar), Using themes and styles for consistent formatting	10 hour
Automation with Macros: Introduction to Macros- Recording and running macros- Editing macros in the VBA editor- Assigning macros to buttons and shortcuts- Managing and troubleshooting macros	20 hours
Introduction to VBA: - VBA basics (variables, loops, conditionals)- Writing simple VBA code- Creating user-defined functions- Debugging and error handling in VBA	20 hours
Project: Project on the taught topics	
Exam: Exam based on the previous taught topics	

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Course Structure for: **“Data Visualization With Python”**

Description	120 hours
Introduction to python: Introduction to Programming and Python- What is Python?- History and versions of Python- Installing Python and setting up the environment- Writing and running the first Python script	10 hours
Basic Syntax and Data Types: - Variables and data types- Basic operators- Input and output functions- Comments in Python	10 hours
Loops : - `for` loop- `while` loop- `break` and `continue` statements- Looping through different data structures	20 hours
Modules and Packages: - Importing modules- Standard libraries in Python- Installing and using third-party packages (e.g., `pip`)	10 hours
Data Visualization with Python:Importance of Data Visualization- Why visualize data?- Basic principles of effective data visualization- Overview of popular Python libraries for data visualization	20 hours
Matplotlib Basics: - Introduction to Matplotlib- Creating basic plots (line plot, bar plot, scatter plot)- Customizing plots (titles, labels, legends)	20 hours
Specialized Plots: - Histograms- Pie charts- Box plots	20 hours
Advanced Plotting with Matplotlib - Advanced Customization- Subplots and multiple plots- Styles and aesthetics- Annotating plots	10 hours
Project: A Project on data visualization based on python	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Cyber Security"

Description	120 Hours
Introduction to Cyber Security: Overview of cybersecurity concepts, Common cybersecurity threats and attacks. Importance of cybersecurity in today's digital world.	12 hours
Basic Security Principles: Confidentiality, integrity, and availability (CIA) triad. Principle of least privilege. Defense-in-depth approach. Cryptography Basics. Network Security.	14 hours
Web Security: Common web security vulnerabilities (e.g., XSS, CSRF), Best practices for securing web applications, Introduction to OWASP Top 10	14 hours
Security Policies and Procedures: Importance of security policies, Types of security policies (e.g., acceptable use policy, data protection policy), Incident response procedures	14 hours
Introduction to Ethical Hacking: Overview of ethical hacking, Legal and ethical considerations, Common tools and techniques used in ethical hacking, Overview of cybersecurity tools, Common mobile security threats.	14 hours
Incident Response and Management: Incident response process Handling security incidents Post-incident analysis and reporting	14 hours
Cybersecurity Policy and Compliance: Cybersecurity policy development Legal and regulatory compliance Privacy and data protection regulations	12 hours
Cybersecurity Case Studies and Best Practices: Real-world cybersecurity incidents and their impact Best practices for cybersecurity implementation	12 hours
Data Security and Encryption: Data encryption basics Encryption algorithms and protocols Data loss prevention (DLP) strategies	14 hours
Project: Ethical hacking project	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Digital Marketing"

Description	120 Hours
Introduction to Digital Marketing: - - Overview of digital marketing- Importance of digital marketing in today's business world- Digital marketing strategies and channels	10 hours
Search Engine Optimization (SEO): - - Understanding SEO and its importance- On-page and off-page SEO techniques- Hands-on: Optimizing website content for SEO	10 hours
Social Media Marketing (SMM): - - Importance of content in digital marketing- Creating compelling content for websites and social media- Hands-on: Writing a blog post or social media post	10 hours
Pay-Per-Click (PPC) Advertising: - - Understanding PPC advertising- Google Ads and Facebook Ads basics- Hands-on: Setting up a PPC campaign- Importance of analytics in digital marketing- Google Analytics basics- Hands-on: Analyzing website and campaign performance	10 hours
Website Planning and Development: - - Importance of a website in digital marketing- Basics of website planning and development- Hands-on: Creating a simple website using WordPress or Wix	30 hours
Email Marketing: - Using Email for increasing views and increasing reach	10 hours
Linkedin Marketing And Account creation: - Creating an account on Linkedin and increasing the Connections.- Organizing the Linkedin profile for Job Postings	20 hours
Google Adsense: - Basics of Google Adsense.- Usage of Google Adsense- Understanding PPC advertising- Google Ads and Facebook Ads basics- Hands-on: Setting up a PPC campaign- Importance of analytics in digital marketing- Google Analytics basics- Hands-on: Analyzing website and campaign performance	20 hours
Project: Creating a demo website using wix or wordpress	
Exam: Exam based on the previous taught topics	

Course Structure for: "Knowledge Engineering"

Description	120 Hours
Introduction to Machine Learning: Overview of ML, Types of ML (Supervised, Unsupervised, Reinforcement Learning), Application of ML	20 hours
Python Fundamentals: Introduction to python for ML, Basic data-types, Introduction to Libraries like Numpy, Pandas for Data Manipulation.	20 hours
Data Processing: Data Cleaning, Data transformation, Handling missing data.	30 hours
ML Algorithms: Introduction to Different Machine Learning algorithms (Regression, Classification, ANN, SVM)	30 hours
Libraries: Introduction to Scikit-learn, Building and evaluating ML using Scikit-Learn	20 hours
Project: House price prediction Project based on features such as area, no of bedrooms etc	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Power Bi"

Description	120 Hours
Introduction to Power Bi: Introduction to Power BI- Installing Power BI Desktop- Getting familiar with the Power BI interface- Loading data into Power BI	20 hours
Data Transformation and Modeling: Understanding data types and formattin g- Data transformation using Power Query Editor- Introduction to data modeling in Power BI- Creating relationships between tables	20 hours
Creating Visualizations: Introduction to Power BI visuals- Creating basic visualizations (e.g., bar charts, line charts, pie charts)- Using filters and slicers- Customizing visuals and formatting	10 hours
Advanced Visualizations and Reports: - Creating advanced visuals (e.g., maps, matrix,cards)- Using bookmarks and buttons for interactivity- Creating and formatting reports- Introduction to Power BI Service	30 hours
Interactive Dashboards - Creating slicers and filters- Using drill-through and drill-down features- Creating interactive dashboards- Best practices for designing effective dashboards- Creating and customizing advanced charts (scatter, waterfall, funnel)- Using map visuals for geographical data	20 hours
Data Storytelling with Power BI :- Combining multiple visuals for storytelling- Using bookmarks and buttons for navigation- Creating report themes and templates- Tips for effective data storytelling	20 hours
Project: Creating a dashboard using Power Bi technology.	
Exam: Exam based on previously taught topics.	

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Course Structure for: "R Programming"

Description	120 Hours
Introduction to R Programming: Overview of R and R-Studio. Installing R and R-Studio. R environment and basic operations.	20 hours
R Fundamentals: Variables and data types. Basic arithmetic operations. Indexing and sub setting. Exercise.	30 hours
R Operators: Arithmetic Operators, Relational Operator, Logical Operator. Working with vectors and matrices.	30 hours
Control Structures: Understanding if-else statements, For loops, While Loops, Repeat Loops	20 hours
Functions: Creating Functions, Function arguments and Return Values, Scope of variables, Anonymous functions(lambda Functions), Exercise.	20 hour
Project: Project based on the previous topics	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Web Development"

Description	120 Hours
Overview of Web Development: Introduction to web development and the internet- Understanding how websites work- Tools and software for web development (VS Code, browsers, etc.)	10 hours
Introduction to HTML : - Basic structure of an HTML document- HTML tags, elements, and attributes- Creating a simple webpage	20 hours
HTML Fundamentals : - Headings, paragraphs, and text formatting- Lists (ordered, unordered)- Links and navigation- Images and image attributes- Embedding videos and audio- Creating tables and forms	30 hours
Introduction to CSS: - What is CSS and how it works with HTML- Inline, internal, and external CSS- Basic selectors and properties- Font properties and text styling- Color properties and backgrounds- Box model (margins, borders, padding)	30 hours
Introduction to CSS Frameworks: - Introduction to Bootstrap framework- Setting up and using Bootstrap- Creating responsive layouts with Bootstrap grid	20 hours
Bootstrap Components: Using Bootstrap components (navbar, buttons, cards)- Customizing Bootstrap with custom CSS	10 hours
Project: Creating a simple web page using html css and bootstrap.	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Web Development with Python"

Description	120 Hours
Introduction to Web Development: Overview of web development technologies (HTML, CSS, Python), Setting up a development environment (text editor, browser), Introduction to basic HTML elements (e.g., tags, attributes)	20 hours
Basic HTML Structure: Creating a basic HTML document (doctype, HTML, head, body), Using headings, paragraphs, and line breaks, Creating forms to collect user input, Using different form elements (e.g., input, textarea, select)	30 hours
Introduction to CSS: Understanding CSS syntax (selectors, properties, values), Using inline, internal, and external style sheets, Applying styles to HTML elements (e.g., text, colors, background, Introduction to CSS box model (margin, border, padding), Working with CSS positioning (static, relative, absolute, fixed))	30 hours
Introduction to Python for Web Development : Overview of Python programming language, Setting up a Python web development environment, Running a simple Python web server, Creating a basic Flask application	40 hours
Project: A Project using HTML CSS as front-end and Python Flask as back-end	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Art & Craft"

Description	120 Hours
Introduction to Painting on clay items(easy to advance)	16 hours
Introduction to paint on wooden items	6 hours
Introduction to paint on 'kulo', 'pakha'(Basic,Advance)	16 hours
Introduction to paint on cloths(tips and tricks)	12 hours
Indroduction with some easy "kolka"	16 hours
Crafting idea using waste material	8 hours
Handmade jewellary Making	12 hours
Easy Brush Strokes	8 hours
Introduction to Quilling Art	16 hours
Introduction to Tissu Paper art	10 hours
Project: Project based on the previous topics.	
Exam: Exam based on the previous taught topics.	

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Course Structure for: “Social Media Marketing”

Description	120 hours
Market Research and Analysis	10 hours
Segmentation, Targeting, and Positioning	10 hours
Website Optimisation and Domain Expansion	15 hours
Fundamentals of Branding	8 hours
Competitive and Marketing Environment Analysis	10 hours
Information Architecture and Wireframing	10 hours
Desktop vs. Mobile Formats	12 hours
Visual Design and Testing Processes	5 hours
Paid vs Organic Strategy Development	8 hours
Content Creation and Engagement	6 hours
Social Media Performance Metrics	5 hours
Platform-Specific Strategies	6 hours
Community Building and Online Reputation Management	10 hours
Search Engine Optimisation	5 hours
Project: Project based on the previous topics.	
Exam: Exam based on the previous taught topics.	

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Course Structure for: **"Community Outreach and CSR"**

Description	120 hours
Know your Population – Conducting a Needs Assessment	10 hours
Planning and Implementing Education Outreach	5 hours
Evaluating Community Outreach	8 hours
Being an Impact Champion: Articulating a Personal Mission Statement	8 hours
Society and Development: Human Development Challenges	6 hours
Sustainability and Environment	10 hours
Social Change through Collective Action: Community-based Organisation	8 hours
Organisation Form and Operating Approaches	5 hours
Charity/ Philanthropic NGOs: Setting up and Management	8 hours
Corporate Social Responsibility (CSR): Section 135 (Companies Act 2013) and its Implications	6 hours
Social Entrepreneurship	5 hours
Understanding the Ecosystem, Stakeholders	6 hours
Analysing the Problem and Developing Solutions	10 hours
Impact Measurement Methods and Processes	5 hours
Project Planning and Management	8 hours
Stakeholder Management & Documentation	6 hours
Integration of concepts & feedback	6 hours
Project: Project based on the previous topics.	
Exam: Exam based on the previous taught topics.	

Course Structure for: “Human Resource”

Description	120 hours
Introduction to Human Resource	8 hours
Development of Human Resource Analytics	6 hours
International Human Resource Management	8 hours
Recruitment Procedure	6 hours
Human Behavioural Analytics	5 hours
Strategic HR Management	8 hours
Talent Acquisition	8 hours
Workplace Environment	5 hours
Professional Ethics	8 hours
Team Building Exercises	6 hours
Reward management: Incentives and Motivations	5 hours
Employee Relations and Retention	8 hours
Performance Management and Appraisal Metrics	6 hours
Compensation and Benefits	5 hours
Diversity and Inclusion	8 hours
Training, Increments, Negotiations and Severance	6 hours
Psychological Health and Mental Well Being	8 hours
Workload and Burnout/Stress Management	6 hours
Project: Project based on the previous topics.	
Exam: Exam based on the previous taught topics.	

Course Structure for: “Public Relations”

Description	120 hours
Defining Public Relations	10 hours
Corporate and Marketing Communications	12 hours
Advertising Copywriter	14 hours
Strategic Planning for Advertising	8 hours
Brand and Image Management	10 hours
Crisis Management	10 hours
Digital Communications Management	12 hours
PR Campaigns	8 hours
Strategic Communication	8 hours
Media Relations and Dissertation	6 hours
Community Relations	8 hours
Context Setting and Application	6 hours
Updated PR Formats and Tactics	8 hours
Project: Project based on the previous topics.	
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Course Structure for: "Event Planning"

Description	120 Hours
Introduction to Event Planning:- - Overview of the event planning industry - Types of events: corporate, social, charity, entertainment, etc - Role and responsibilities of an event planner - Understanding client expectations and objectives - Event planning trends and innovations.	10 hours
Setting Event Goals and Objectives:- - Defining event purpose and target audience - Establishing clear, measurable objectives (KPIs) - Aligning event goals with client vision - Budget planning and allocation.	10 hours
Event Budgeting and Financial Management:- - Estimating event costs (venue, catering, entertainment, etc.) - Managing financial resources and tracking expenses - Revenue generation: sponsorships, ticketing, and fundraising - Risk management: contingency planning and emergency budgets.	15 hours
Venue Selection and Logistics:- - Identifying suitable venues based on event type and size - Venue layout and space planning - Coordinating event logistics (setup, AV equipment, transportation) - Permits, licenses, and insurance requirements.	15 hours
Event Marketing and Promotion:- - Creating an event marketing plan - Online and offline promotional strategies - Social media marketing for events - Engaging the audience: email campaigns, influencers, and partnerships - Using analytics to track promotion success.	15 hours
Event Program Development and Design:- - Designing the event program: schedule, activities, and entertainment - Working with vendors, entertainers, and speakers - Event theme and branding - Designing event materials: invitations, signage, and decor - Ensuring audience engagement throughout the event.	15 hours
Vendor and Supplier Management:- - Sourcing and selecting vendors (catering, AV, decor, etc.) - Contract negotiation and vendor agreements - Building long-term relationships with suppliers - Ensuring timely delivery and setup on the day of the event.	10 hours
On-Site Event Management:- - Day-of-event logistics and coordination - Managing event staff and volunteers - Guest experience and attendee management - Problem-solving and troubleshooting on the spot - Health, safety, and security protocols during the event.	15 hours

Description	120 Hours
Post-Event Evaluation and Reporting:- - Gathering feedback from attendees, vendors, and staff - Analyzing event performance based on objectives and KPIs - Preparing post-event reports for stakeholders - Lessons learned and improving future events.	10 hours
Legal, Ethical, and Sustainability Considerations in Event Planning:- - Legal requirements and contracts for event planning - Ethical practices in event management - Incorporating sustainability into event planning - Wastemanagement, energy-saving measures, and eco-friendly materials - Ensuring inclusivity and accessibility at events.	15 hours
Project: Project based on the previous topics	
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Course Structure for: "Social Media Campaign"

Description	120 Hours
Introduction to Social Media Marketing:- - History of social media and its impact on marketing - Overview of popular social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube) - Importance of social media in business strategy - Current trends and the evolving landscape of social media.	10 hours
Creating a Social Media Strategy:- - Setting goals and KPIs for social media campaigns - Identifying target audiences and understanding demographics - Developing a content calendar and posting schedule - Competitor analysis and industry research.	15 hours
Content Creation for Social Media:- - Understanding visual and written content for social platforms - Storytelling techniques in social media posts - Creating engaging graphics and videos (using Canva, Adobe Spark, etc.) - Copywriting for different platforms (captions, hashtags, descriptions).	20 hours
Social Media Advertising:- - Paid social media campaigns (Facebook Ads, Instagram Ads, LinkedIn Ads) - Budgeting for paid campaigns - Targeting and segmentation in social media ads - A/B testing and ad optimization.	15 hours
Community Engagement and Management:- - Building and managing an online community - Responding to customer feedback, complaints, and comments - Encouraging user-generated content - Social listening and monitoring tools (Hootsuite, Buffer, etc.).	10 hours
Influencer Marketing and Partnerships:- - Identifying and selecting influencers for collaboration - Types of influencer campaigns (sponsorships, giveaways, brand ambassadors) - Measuring influencer campaign success (reach, engagement, conversions) - Building long-term influencer relationships.	10 hours
Analytics and Performance Measurement:- - Understanding social media metrics (reach, engagement, impressions, CTR, etc.) - Tools for measuring performance (Google Analytics, Facebook Insights, Instagram Insights) - Creating social media reports - ROI calculation for social media campaigns.	15 hours
Crisis Management and Risk Mitigation:- - Identifying potential risks in social media - Crisis communication strategies for social platforms - Managing negative feedback and viral backlash - Case studies of social media crises and how they were handled.	10 hours

Description	120 Hours
Legal and Ethical Considerations:- - Social media laws and regulations (privacy, copyright, FTC guidelines) - Ethics in social media marketing (transparency, data privacy) - Protecting brand reputation online - GDPR and data handling regulations.	10 hours
Final Project and Campaign Execution:- - End-to-end campaign development: strategy, content, ads, and analytics - Finalizing campaign goals and timelines - Presenting campaigns to stakeholders - Post-campaign analysis and reporting.	15 hours
Project: Project based on the previous topics	
Exam: Exam based on the previous taught topics	

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Our Detailed Course Structures for 60 Hours Courses:

Course Structure for: "Advance Excel"

Description	60 Hours
Introduction to Excel: Basics of Excel, Basic Formulas	5 hours
Excel Formulas & Functions: Review of basic Excel formulas (e.g., SUM, AVERAGE, IF), Introduction to advanced formulas (e.g., VLOOKUP, INDEX-MATCH, SUMIF/SUMIFS, COUNTIF/COUNTIFS)	10 hours
Logical Operators: Using logical functions (e.g., IF, AND, OR) for complex calculations. Introduction to Excel's data analysis tools (e.g., Goal Seek, Solver, Data Tables), Using What-If Analysis to explore different scenarios.	10 hours
Data Visualization with Charts: Creating advanced charts (e.g., combo charts, waterfall charts, radar charts), Formatting and customizing charts for better presentation, Using Sparklines to create mini-charts within cells, Introduction to Excel's statistical functions (e.g., AVERAGEIF, STDEV, CORREL)	10 hours
Excel Templates and Customization: Creating and using Excel templates for recurring tasks, Customizing the Excel interface (e.g., ribbons, quick access toolbar), Using themes and styles for consistent formatting	5 hour
Automation with Macros: Introduction to Macros- Recording and running macros- Editing macros in the VBA editor- Assigning macros to buttons and shortcuts- Managing and troubleshooting macros	10 hours
Introduction to VBA: - VBA basics (variables, loops, conditionals)- Writing simple VBA code- Creating user-defined functions- Debugging and error handling in VBA	10 hours
Project: Project on the taught topics	
Exam: Exam based on the previous taught topics	

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Course Structure for: **“Data Visualization With Python”**

Description	60 Hours
Introduction to python: Introduction to Programming and Python- What is Python?- History and versions of Python- Installing Python and setting up the environment- Writing and running the first Python script	5 hours
Basic Syntax and Data Types:- Variables and data types- Basic operators- Input and output functions- Comments in Python	5 hours
Loops : - `for` loop- `while` loop- `break` and `continue` statements- Looping through different data structures	10 hours
Modules and Packages: - Importing modules- Standard libraries in Python- Installing and using third-party packages (e.g., `pip`)	5 hours
Data Visualization with Python:Importance of Data Visualization- Why visualize data?- Basic principles of effective data visualization- Overview of popular Python libraries for data visualization	10 hours
Matplotlib Basics: - Introduction to Matplotlib- Creating basic plots (line plot, bar plot, scatter plot)- Customizing plots (titles, labels, legends)	10 hours
Specialized Plots: - Histograms- Pie charts- Box plots	10 hours
Advanced Plotting with Matplotlib- Advanced Customization- Subplots and multiple plots- Styles and aesthetics- Annotating plots	5 hours
Project: A Project on data visualization based on python	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Cyber Security"

Description	60 Hours
Introduction to Cyber Security: Overview of cybersecurity concepts, Common cybersecurity threats and attacks. Importance of cybersecurity in today's digital world.	6 hours
Basic Security Principles: Confidentiality, integrity, and availability (CIA) triad. Principle of least privilege. Defense-in-depth approach. Cryptography Basics. Network Security.	7 hours
Web Security: Common web security vulnerabilities (e.g., XSS, CSRF), Best practices for securing web applications, Introduction to OWASP Top 10	7 hours
Security Policies and Procedures: Importance of security policies, Types of security policies (e.g., acceptable use policy, data protection policy), Incident response procedures	7 hours
Introduction to Ethical Hacking: Overview of ethical hacking, Legal and ethical considerations, Common tools and techniques used in ethical hacking, Overview of cybersecurity tools, Common mobile security threats.	7 hours
Incident Response and Management: Incident response process Handling security incidents Post-incident analysis and reporting	7 hours
Cybersecurity Policy and Compliance: Cybersecurity policy development Legal and regulatory compliance Privacy and data protection regulations	6 hours
Cybersecurity Case Studies and Best Practices: Real-world cybersecurity incidents and their impact Best practices for cybersecurity implementation	6 hours
Data Security and Encryption: Data encryption basics Encryption algorithms and protocols Data loss prevention (DLP) strategies	7 hours
Project: Ethical hacking project	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Digital Marketing"

Description	60 Hours
Introduction to Digital Marketing: - - Overview of digital marketing- Importance of digital marketing in today's business world- Digital marketing strategies and channels	5 hours
Search Engine Optimization (SEO): - - Understanding SEO and its importance- On-page and off-page SEO techniques- Hands-on: Optimizing website content for SEO	5 hours
Social Media Marketing (SMM): - - Importance of content in digital marketing- Creating compelling content for websites and social media- Hands-on: Writing a blog post or social media post	5 hours
Pay-Per-Click (PPC) Advertising: - - Understanding PPC advertising- Google Ads and Facebook Ads basics- Hands-on: Setting up a PPC campaign- Importance of analytics in digital marketing- Google Analytics basics- Hands-on: Analyzing website and campaign performance	5 hours
Website Planning and Development: - - Importance of a website in digital marketing- Basics of website planning and development- Hands-on: Creating a simple website using WordPress or Wix	15 hours
Email Marketing: - Using Email for increasing views and increasing reach	5 hours
Linkedin Marketing And Account creation: - Creating an account on Linkedin and increasing the Connections.- Organizing the Linkedin profile for Job Postings	10 hours
Google Adsense: - Basics of Google Adsense.- Usage of Google Adsense- Understanding PPC advertising- Google Ads and Facebook Ads basics- Hands-on: Setting up a PPC campaign- Importance of analytics in digital marketing- Google Analytics basics- Hands-on: Analyzing website and campaign performance	10 hours
Project: Creating a demo website using wix or wordpress	
Exam: Exam based on the previous taught topics	

Course Structure for: "Knowledge Engineering"

Description	60 Hours
Introduction to Machine Learning: Overview of ML, Types of ML (Supervised, Unsupervised, Reinforcement Learning), Application of ML	10 hours
Python Fundamentals: Introduction to python for ML, Basic data-types, Introduction to Libraries like Numpy, Pandas for Data Manipulation.	10 hours
Data Processing: Data Cleaning, Data transformation, Handling missing data.	15 hours
ML Algorithms: Introduction to Different Machine Learning algorithms (Regression, Classification, ANN, SVM)	15 hours
Libraries: Introduction to Scikit-learn, Building and evaluating ML using Scikit-Learn	10 hours
Project: House price prediction Project based on features such as area, no of bedrooms etc	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Power Bi"

Description	60 Hours
Introduction to Power Bi: Introduction to Power BI- Installing Power BI Desktop- Getting familiar with the Power BI interface- Loading data into Power BI	10 hours
Data Transformation and Modeling: Understanding data types and formattin g- Data transformation using Power Query Editor- Introduction to data modeling in Power BI- Creating relationships between tables	10 hours
Creating Visualizations: Introduction to Power BI visuals- Creating basic visualizations (e.g., bar charts, line charts, pie charts)- Using filters and slicers- Customizing visuals and formatting	5 hours
Advanced Visualizations and Reports: - Creating advanced visuals (e.g., maps, matrix,cards)- Using bookmarks and buttons for interactivity- Creating and formatting reports- Introduction to Power BI Service	15 hours
Interactive Dashboards - Creating slicers and filters- Using drill-through and drill-down features- Creating interactive dashboards- Best practices for designing effective dashboards- Creating and customizing advanced charts (scatter, waterfall, funnel)- Using map visuals for geographical data	10 hours
Data Storytelling with Power BI :- Combining multiple visuals for storytelling- Using bookmarks and buttons for navigation- Creating report themes and templates- Tips for effective data storytelling	10 hours
Project: Creating a dashboard using Power Bi technology.	
Exam: Exam based on previously taught topics.	

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Course Structure for: "R Programming"

Description	60 Hours
Introduction to R Programming: Overview of R and R-Studio. Installing R and R-Studio. R environment and basic operations.	10 hours
R Fundamentals: Variables and data types. Basic arithmetic operations. Indexing and sub setting. Exercise.	15 hours
R Operators: Arithmetic Operators, Relational Operator, Logical Operator. Working with vectors and matrices.	15 hours
Control Structures: Understanding if-else statements, For loops, While Loops, Repeat Loops	10 hours
Functions: Creating Functions, Function arguments and Return Values, Scope of variables, Anonymous functions(lambda Functions), Exercise.	10 hour
Project: Project based on the previous topics	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Web Development"

Description	60 Hours
Overview of Web Development: Introduction to web development and the internet- Understanding how websites work- Tools and software for web development (VS Code, browsers, etc.)	5 hours
Introduction to HTML : - Basic structure of an HTML document- HTML tags, elements, and attributes- Creating a simple webpage	10 hours
HTML Fundamentals : - Headings, paragraphs, and text formatting- Lists (ordered, unordered)- Links and navigation- Images and image attributes- Embedding videos and audio- Creating tables and forms	15 hours
Introduction to CSS: - What is CSS and how it works with HTML- Inline, internal, and external CSS- Basic selectors and properties- Font properties and text styling- Color properties and backgrounds- Box model (margins, borders, padding)	15 hours
Introduction to CSS Frameworks: - Introduction to Bootstrap framework- Setting up and using Bootstrap- Creating responsive layouts with Bootstrap grid	10 hours
Bootstrap Components: Using Bootstrap components (navbar, buttons, cards)- Customizing Bootstrap with custom CSS	5 hours
Project: Creating a simple web page using html css and bootstrap.	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Web Development with Python"

Description	60 Hours
Introduction to Web Development: Overview of web development technologies (HTML, CSS, Python), Setting up a development environment (text editor, browser), Introduction to basic HTML elements (e.g., tags, attributes)	10 hours
Basic HTML Structure: Creating a basic HTML document (doctype, HTML, head, body), Using headings, paragraphs, and line breaks, Creating forms to collect user input, Using different form elements (e.g., input, textarea, select)	15 hours
Introduction to CSS: Understanding CSS syntax (selectors, properties, values), Using inline, internal, and external style sheets, Applying styles to HTML elements (e.g., text, colors, background, Introduction to CSS box model (margin, border, padding), Working with CSS positioning (static, relative, absolute, fixed))	15 hours
Introduction to Python for Web Development: Overview of Python programming language, Setting up a Python web development environment, Running a simple Python web server, Creating a basic Flask application	20 hours
Project: A Project using HTML CSS as front-end and Python Flask as back-end	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Art & Craft"

Description	60 Hours
Introduction to Painting on clay items(easy to advance)	8 hours
Introduction to paint on wooden items	3 hours
Introduction to paint on 'kulo', 'pakha'(Basic,Advance)	8 hours
Introduction to paint on cloths(tips and tricks)	6 hours
Indroduction with some easy "kolka"	8 hours
Crafting idea using waste material	4 hours
Handmade jewellary Making	6 hours
Easy Brush Strokes	4 hours
Introduction to Quilling Art	8 hours
Introduction to Tissu Paper art	5 hours
Project: Project based on the previous topics.	
Exam: Exam based on the previous taught topics	

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Course Structure for: **“Social Media Marketing”**

Description	60 hours
Market Research and Analysis	5 hours
Segmentation, Targeting, and Positioning	5 hours
Website Optimisation and Domain Expansion	6 hours
Fundamentals of Branding	4 hours
Competitive and Marketing Environment Analysis	5 hours
Information Architecture and Wireframing	5 hours
Desktop vs. Mobile Formats	6 hours
Visual Design and Testing Processes	4 hours
Paid vs Organic Strategy Development	4 hours
Content Creation and Engagement	3 hours
Social Media Performance Metrics	4 hours
Platform-Specific Strategies	3 hours
Community Building and Online Reputation Management	2 hours
Search Engine Optimisation	4 hours
Project: Project based on the previous topics.	
Exam: Exam based on the previous taught topics.	

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Course Structure for:
"Community Outreach and CSR"

Description	60 hours
Know your Population – Conducting a Needs Assessment	5 hours
Planning and Implementing Education Outreach	3 hours
Evaluating Community Outreach	4 hours
Being an Impact Champion: Articulating a Personal Mission Statement	4 hours
Society and Development: Human Development Challenges	3 hours
Sustainability and Environment	5 hours
Social Change through Collective Action: Community-based Organisation	4 hours
Organisation Form and Operating Approaches	3 hours
Charity/ Philanthropic NGOs: Setting up and Management	4 hours
Corporate Social Responsibility (CSR): Section 135 (Companies Act 2013) and its Implications	3 hours
Social Entrepreneurship	2 hours
Understanding the Ecosystem, Stakeholders	3 hours
Analysing the Problem and Developing Solutions	5 hours
Impact Measurement Methods and Processes	2 hours
Project Planning and Management	4 hours
Stakeholder Management & Documentation	3 hours
Integration of concepts & feedback	3 hours
Project: Project based on the previous topics.	
Exam: Exam based on the previous taught topics.	

Course Structure for: “Human Resource”

Description	60 hours
Introduction to Human Resource	4 hours
Development of Human Resource Analytics	3 hours
International Human Resource Management	4 hours
Recruitment Procedure	3 hours
Human Behavioural Analytics	3 hours
Strategic HR Management	4 hours
Talent Acquisition	4 hours
Workplace Environment	3 hours
Professional Ethics	4 hours
Team Building Exercises	3 hours
Reward management: Incentives and Motivations	2 hours
Employee Relations and Retention	4 hours
Performance Management and Appraisal Metrics	3 hours
Compensation and Benefits	2 hours
Diversity and Inclusion	4 hours
Training, Increments, Negotiations and Severance	3 hours
Psychological Health and Mental Well Being	4 hours
Workload and Burnout/Stress Management	3 hours
Project: Project based on the previous topics.	
Exam: Exam based on the previous taught topics.	

Course Structure for: “Public Relations”

Description	60 hours
Defining Public Relations	5 hours
Corporate and Marketing Communications	6 hours
Advertising Copywriter	7 hours
Strategic Planning for Advertising	4 hours
Brand and Image Management	5 hours
Crisis Management	5 hours
Digital Communications Management	6 hours
PR Campaigns	4 hours
Strategic Communication	4 hours
Media Relations and Dissertation	3 hours
Community Relations	4 hours
Context Setting and Application	3 hours
Updated PR Formats and Tactics	4 hours
Project: Project based on the previous topics.	
Exam: Exam based on the previous taught topics.	

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Course Structure for: "Event Planning"

Description	60 Hours
Introduction to Event Planning:- - Overview of the event planning industry - Types of events: corporate, social, charity, entertainment, etc - Role and responsibilities of an event planner - Understanding client expectations and objectives - Event planning trends and innovations.	5 hours
Setting Event Goals and Objectives:- - Defining event purpose and target audience - Establishing clear, measurable objectives (KPIs) - Aligning event goals with client vision - Budget planning and allocation.	5 hours
Event Budgeting and Financial Management:- - Estimating event costs (venue, catering, entertainment, etc.) - Managing financial resources and tracking expenses - Revenue generation: sponsorships, ticketing, and fundraising - Risk management: contingency planning and emergency budgets.	7 hours
Venue Selection and Logistics:- - Identifying suitable venues based on event type and size - Venue layout and space planning - Coordinating event logistics (setup, AV equipment, transportation) - Permits, licenses, and insurance requirements.	8 hours
Event Marketing and Promotion:- - Creating an event marketing plan - Online and offline promotional strategies - Social media marketing for events - Engaging the audience: email campaigns, influencers, and partnerships - Using analytics to track promotion success.	7 hours
Event Program Development and Design:- - Designing the event program: schedule, activities, and entertainment - Working with vendors, entertainers, and speakers - Event theme and branding - Designing event materials: invitations, signage, and decor - Ensuring audience engagement throughout the event.	8 hours
Vendor and Supplier Management:- - Sourcing and selecting vendors (catering, AV, decor, etc.) - Contract negotiation and vendor agreements - Building long-term relationships with suppliers - Ensuring timely delivery and setup on the day of the event.	5 hours
On-Site Event Management:- - Day-of-event logistics and coordination - Managing event staff and volunteers - Guest experience and attendee management - Problem-solving and troubleshooting on the spot - Health, safety, and security protocols during the event.	7 hours

Description	60 Hours
Post-Event Evaluation and Reporting:- - Gathering feedback from attendees, vendors, and staff - Analyzing event performance based on objectives and KPIs - Preparing post-event reports for stakeholders - Lessons learned and improving future events.	5 hours
Legal, Ethical, and Sustainability Considerations in Event Planning:- - Legal requirements and contracts for event planning - Ethical practices in event management - Incorporating sustainability into event planning - Wastemanagement, energy-saving measures, and eco-friendly materials - Ensuring inclusivity and accessibility at events.	8 hours
Project: Project based on the previous topics	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Social Media Campaign"

Description	60 Hours
Introduction to Social Media Marketing:- - History of social media and its impact on marketing - Overview of popular social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube) - Importance of social media in business strategy - Current trends and the evolving landscape of social media.	5 hours
Creating a Social Media Strategy:- - Setting goals and KPIs for social media campaigns - Identifying target audiences and understanding demographics - Developing a content calendar and posting schedule - Competitor analysis and industry research.	7 hours
Content Creation for Social Media:- - Understanding visual and written content for social platforms - Storytelling techniques in social media posts - Creating engaging graphics and videos (using Canva, Adobe Spark, etc.) - Copywriting for different platforms (captions, hashtags, descriptions).	10 hours
Social Media Advertising:- - Paid social media campaigns (Facebook Ads, Instagram Ads, LinkedIn Ads) - Budgeting for paid campaigns - Targeting and segmentation in social media ads - A/B testing and ad optimization.	8 hours
Community Engagement and Management:- - Building and managing an online community - Responding to customer feedback, complaints, and comments - Encouraging user-generated content - Social listening and monitoring tools (Hootsuite, Buffer, etc.).	5 hours
Influencer Marketing and Partnerships:- - Identifying and selecting influencers for collaboration - Types of influencer campaigns (sponsorships, giveaways, brand ambassadors) - Measuring influencer campaign success (reach, engagement, conversions) - Building long-term influencer relationships.	5 hours
Analytics and Performance Measurement:- - Understanding social media metrics (reach, engagement, impressions, CTR, etc.) - Tools for measuring performance (Google Analytics, Facebook Insights, Instagram Insights) - Creating social media reports - ROI calculation for social media campaigns.	7 hours
Crisis Management and Risk Mitigation:- - Identifying potential risks in social media - Crisis communication strategies for social platforms - Managing negative feedback and viral backlash - Case studies of social media crises and how they were handled.	5 hours

Description	60 Hours
Legal and Ethical Considerations:- - Social media laws and regulations (privacy, copyright, FTC guidelines) - Ethics in social media marketing (transparency, data privacy) - Protecting brand reputation online - GDPR and data handling regulations.	5 hours
Final Project and Campaign Execution:- - End-to-end campaign development: strategy, content, ads, and analytics - Finalizing campaign goals and timelines - Presenting campaigns to stakeholders - Post-campaign analysis and reporting.	8 hours
Project: Project based on the previous topics	
Exam: Exam based on the previous taught topics	

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Our Detailed Course Structures for Mixed(30 + 30) & 30 Hours Courses:

Course Structure for: "Cyber Security"

Description	30 Hours
Introduction to Cyber Security: Overview of cybersecurity concepts, Common cyber security threats and attacks.Importance of cybersecurity in today's digital world.	5 hours
Basic Security Principles: Confidentiality, integrity, and availability (CIA) triad. Principle of least privilege.Defense-in-depth approach.Cryptography Basics. Network Security.	5 hours
Web Security: Common web security vulnerabilities (e.g., XSS, CSRF), Best practices for securing web applications, Introduction to OWASP Top 10	10 hours
Security Policies and Procedures: Importance of security policies, Types of security policies (e.g., acceptable use policy, data protection policy), Incident response procedures	5 hours
Introduction to Ethical Hacking: Overview of ethical hacking, Legal and ethical considerations, Common tools and techniques used in ethical hacking, Overview of cybersecurity tools, Common mobile security threats.	5 hours
Projects: Python Password generator, Message Encryption,Python file Encrypter	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Advance Excel"

Description	30 Hours
Introduction to Excel: Basics of Excel, Basic Formulas	5 hours
Excel Formulas & Functions: Review of basic Excel formulas (e.g., SUM, AVERAGE, IF), Introduction to advanced formulas (e.g., VLOOKUP, INDEX-MATCH, SUMIF/SUMIFS, COUNTIF/COUNTIFS)	10 hours
Logical Operators: Using logical functions (e.g., IF, AND, OR) for complex calculations. Introduction to Excel's data analysis tools (e.g., Goal Seek, Solver, Data Tables), Using What-If Analysis to explore different scenarios.	10 hours

Course Structure for: "Power Bi "

Description	30 Hours
Introduction to Power Bi: Introduction to Power BI-Installing Power BI Desktop- Getting familiar with the Power BI interface- Loading data into Power BI	5 hours
Data Transformation and Modeling: Understanding data types and formatting- Data transformation using Power Query Editor- Introduction to data modeling in Power BI- Creating relationships between tables	5 hours
Creating Visualizations: Introduction to Power BI visuals- Creating basic visualizations (e.g., bar charts, line charts, pie charts)- Using filters and slicers- Customizing visuals and formatting	5 hours
Advanced Visualizations and Reports: - Creating advanced visuals (e.g., maps, matrix, cards)- Using bookmarks and buttons for interactivity- Creating and formatting reports- Introduction to Power BI Service	5 hours
Interactive Dashboards- Creating slicers and filters- Using drill-through and drill-down features- Creating interactive dashboards- Best practices for designing effective dashboards- Creating and customizing advanced charts (scatter, waterfall, funnel)- Using map visuals for geographical data	10 hours

Course Structure for: "Digital Marketing"

Description	30 Hours
Introduction to Digital Marketing: - - Overview of digital marketing- Importance of digital marketing in today's business world- Digital marketing strategies and channels	5 hours
Search Engine Optimization (SEO): - - Understanding SEO and its importance- On-page and off-page SEO techniques- Hands-on: Optimizing website content for SEO	5 hours
Social Media Marketing (SMM): - - Importance of content in digital marketing- Creating compelling content for websites and social media- Hands-on: Writing a blog post or social media post	5 hours
Pay-Per-Click (PPC) Advertising: - - Understanding PPC advertising- Google Ads and Facebook Ads basics- Hands-on: Setting up a PPC campaign- Importance of analytics in digital marketing- Google Analytics basics- Hands-on: Analyzing website and campaign performance	5 hours
Website Planning and Development: - - Importance of a website in digital marketing- Basics of website planning and development- Hands-on: Creating a simple website using WordPress or Wix	5 hours
Email Marketing: - Using Email for increasing views and increasing reach	5 hours
Project: Creating a demo website using wix or wordpress	
Exam: Exam based on previously taught topics.	

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Course Structure for: "Knowledge Engineering"

Description	30 Hours
Introduction to Machine Learning: Overview of ML, Types of MI (Supervised, Unsupervised, Reinforcement Learning), Application of ML	5 hours
Python Fundamentals: Introduction to python for ML, Basic data-types , Introduction to Libraries like Numpy , Pandas for Data Manipulation.	5 hours
Data Processing: Data Cleaning, Data transformation, Handling missing data.	5 hours
ML Algorithms: Introduction to Different Machine Learning algorithms (Regression, Classification, ANN, SVM)	5 hours
Libraries: Introduction to Scikit-learn, Building and evaluating ML using Scikit-Learn	10 hours
Project: House price prediction Project based on features such as area, no of bedrooms etc	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Web Development"

Description	30 Hours
Overview of Web Development: Introduction to web development and the internet- Understanding how websites work- Tools and software for web development (VS Code, browsers, etc.)	5 hours
Introduction to HTML : - Basic structure of an HTML document- HTML tags, elements, and attributes- Creating a simple webpage	5 hours
HTML Fundamentals : - Headings, paragraphs, and text formatting- Lists (ordered, unordered)- Links and navigation- Images and image attributes- Embedding videos and audio- Creating tables and forms	5 hours
Introduction to CSS: - What is CSS and how it works with HTML- Inline, internal, and external CSS- Basic selectors and properties- Font properties and text styling- Color properties and backgrounds- Box model (margins, borders, padding)	5 hours
Introduction to CSS Frameworks: - Introduction to Bootstrap framework- Setting up and using Bootstrap- Creating responsive layouts with Bootstrap grid	10 hours
Project: Creating a simple web page using html css and bootstrap.	
Exam: Exam based on the previous taught topics	

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Course Structure for: "R Programming"

Description	30 Hours
Introduction to R Programming: Overview of R and R-Studio. Installing R and R-Studio. R environment and basic operations.	3 hours
R Fundamentals: Variables and data types. Basic arithmetic operations. Indexing and sub setting. Exercise.	2 hours
R Operators: Arithmetic Operators, Relational Operator, Logical Operator. Working with vectors and matrices.	5 hours
Control Structures: Understanding if-else statements, For loops, While Loops, Repeat Loops	10 hours
Functions: Creating Functions, Function arguments and Return Values, Scope of variables, Anonymous functions(lambda Functions), Exercise.	10 hour
Exam: Exam based on the previous taught topics	

Course Structure for: "Blockchain & Web 3.0"

Description	30 Hours
Understanding Blockchain Technology: Introduction to Blockchain What is Blockchain? How does Blockchain work? Types of Blockchains: Public, Private, Consortium Blockchain Components: Blocks, Transactions, Nodes, Consensus Mechanisms	2 hours
Blockchain Networks and Platforms : Ethereum and Smart Contracts Other Blockchain Platforms: Hyperledger, Corda, etc. Use Cases of Blockchain Technology	5 hours
Blockchain Development Basics: Setting up a development environment (e.g., Ganache, Truffle), Writing and deploying a simple smart contract Interacting with smart contracts using Web3.js	3 hours
Introduction to Web 3.0: Evolution of the Web: Web 1.0, Web 2.0, Web 3.0 Key concepts: Decentralization, Privacy, User Control	5 hours

Course Structure for: “Data Visualization With Python”

Description	30 Hours
Introduction to python: Introduction to Programming and Python- What is Python?- History and versions of Python- Installing Python and setting up the environment- Writing and running the first Python script	3 hours
Basic Syntax and Data Types:- Variables and data types- Basic operators- Input and output functions- Comments in Python	2 hours
Loops : - `for` loop- `while` loop- `break` and `continue` statements- Looping through different data structures	10 hours
Modules and Packages: - Importing modules- Standard libraries in Python- Installing and using third-party packages (e.g., `pip`)	5 hours
Data Visualization with Python: Importance of Data Visualization- Why visualize data?- Basic principles of effective data visualization- Overview of popular Python libraries for data visualization	5 hours
Matplotlib Basics:- Introduction to Matplotlib- Creating basic plots (line plot, bar plot, scatter plot)- Customizing plots (titles, labels, legends)	5 hours
Project : A Project on data visualization based on python	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Web Development With Python"

Description	30 Hours
Introduction to Web Development: Overview of web development technologies (HTML, CSS, Python), Setting up a development environment (text editor, browser), Introduction to basic HTML elements (e.g., tags, attributes)	5 hours
Basic HTML Structure: Creating a basic HTML document (doctype, HTML, head, body), Using headings, paragraphs, and line breaks, Creating forms to collect user input, Using different form elements (e.g., input, textarea, select)	5 hours
Introduction to CSS: Understanding CSS syntax (selectors, properties, values), Using inline, internal, and external style sheets, Applying styles to HTML elements (e.g., text, colors, background, Introduction to CSS box model (margin, border, padding), Working with CSS positioning (static, relative, absolute, fixed))	10 hours
Introduction to Python for Web Development: Overview of Python programming language, Setting up a Python web development environment, Running a simple Python web server,Creating a basic Flask application	10 hours
Project: A Project using HTML CSS as front-end and Python Flask as back-end	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Basic Python"

Description	30 Hours
Introduction to python: Introduction to Programming and Python - What is Python? - History and versions of Python - Installing Python and setting up the environment - Writing and running the first Python script	5 hours
Basic Syntax and Data Types: - Variables and data types - Basic operators - Input and output functions - Comments in Python	5 hours
Loops : - `for` loop - `while` loop - `break` and `continue` statements - Looping through different data structures	5 hours
Data Structures: Different data structures of python -List-Tuples-Dictionary	5 hours
Functions: Different Functions-Recursion	5 hours
Modules and Packages: - Importing modules - Standard libraries in Python - Installing and using third-party packages (e.g., `pip`)	5 hours
Project: A Project on python	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Animation & Graphics"

Description	30 Hours
Introduction to Graphics Designing : Definition and importance Overview of various design fields Career opportunities in graphics designing Installing and setting up Photoshop Overview of the Photoshop interface Customizing the workspace Understanding tools and panels	6 hours
Basic Photo Editing Techniques: Opening and saving files Cropping, resizing, and rotating images Understanding layers and layer management Using selection tools: Marquee, Lasso, Magic Wand, Quick Selection Basic color correction: Brightness/Contrast, Levels, Curves	6 hours
Design Principles : Basic principles of design: Balance, Contrast, Emphasis, Movement, Proportion, Rhythm, Unity Typography basics Color theory and palettes Creating Digital Artwork	6 hours
Adobe Photoshop: Using brushes and custom shapes Drawing and painting techniques Creating vector shapes and paths Design Projects	6 hours
Animation: Overview of After Effects interface Basic animation techniques Importing Photoshop files into After Effects	6 hours
Project: A Project based on real case study	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Desktop publishing"

Description	30 Hours
Introduction to CorelDRAW: Introduction to vector graphicsCorelDRAW interface overviewCustomizing the workspaceBasic tools and panelsCreating and Manipulating ObjectsDrawing basic shapes (rectangles, ellipses, polygons)Using the Pick toolTransforming objects (rotate, scale, skew)	10 hours
Introduction to MS Office: Overview of MS Office suiteCommon features and interface elementsTips for efficient useCreating and formatting documentsUsing styles and templatesInserting tables, images, and chartsWorking with headers, footers, and page numbersReviewing and editing tools	7 hours
Microsoft PowerPoint: Creating presentationsAdding and formatting slidesUsing themes and slide layoutsInserting multimedia (images, audio, video)Applying animations and transitionsPresentation tips and best practicesMicrosoft Outlook	10 hours
Getting Started with Excel: Excel interface overviewCreating and saving workbooksEntering and formatting dataUsing basic formulas and functionsWorking with Data	3 hours
Project: A Project based on real case study	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Communicative English & Professional Grooming"

Description	30 Hours
Module 1: Basic Grammar and Professional Vocabulary Master grammar essentials like prepositions, tenses, active/passive voice, and direct/indirect speech. Learn popular idioms, punctuation rules, and techniques to build and apply professional vocabulary through written and spoken activities.	5 Hours
Module 2: Essential Language Skills Develop listening, reading, writing, and speaking skills using practical exercises like audio files, comprehension passages, essays, and group discussions. Overcome communication barriers with effective strategies.	5 Hours
Module 3: Personality Building Cultivate a professional attitude, confidence, and proper body language. Enhance pronunciation and diction through exercises and role-play activities to apply learning effectively.	5 Hours
Module 4: Career Readiness Craft a strong self-introduction, practice client conversations through role-play, and gain career guidance. Learn how to stay motivated and disciplined for career success.	5 Hours
Module 5: C.V./Resume Building Understand the dos and don'ts of resume writing, streamline information, and highlight in-demand skill sets. Create a professional C.V. and cover letter through hands-on activities.	5 Hours
Module 6: Interview Preparation Learn how to be presentable, answer FAQs, write SOPs, and handle interviews. Master negotiation techniques for salaries, promotions, and career advancement.	5 Hours
Exam: Exam based on the previous taught topics	

Course Structure for: "Copywriting Training Course "

Description	30 Hours
Module 1: Introduction to Copywriting Understand the role and importance of copywriting, its impact, and its difference from content writing with examples. Learn about different types of copy and Schwartz's 5 Levels of Customer Awareness.	5 Hours
Module 2: Core Elements of Great Copy Explore the 4 U's (Urgency, Unique, Useful, Ultra-Specific), 4 C's (Clear, Concise, Compelling, Credible), and 4 P's (Picture, Promise, Proof, Push). Master the PASTOR framework for persuasive writing.	5 Hours
Module 3: Plagiarism Learn what plagiarism is, its types, and why it should be avoided. Explore tools, techniques, and tips to detect and prevent plagiarism.	5 Hours
Module 4: Psychological Triggers Discover the role of emotions in writing, the difference between needs and wants, and how to use specificity, personalization, social proof, and authority to convince people to buy.	5 Hours
Module 5: Headline Writing Master the art of writing compelling headlines, understand the difference between headlines and taglines, and learn headline formulas for creating catchy and impactful headlines.	5 Hours
Module 6: Editing & Proofreading Understand the difference between editing and proofreading, their importance, and learn techniques for refining content using the best tools available.	5 Hours
Exam: Exam based on the previous taught topics	

Course Structure for: "Basic course of photography"

Description	30 Hours
Camera Operation and History: Chronological history of development of photography and Modern day function of a normal digital camera.	4 hours
Different type of Photography: Explaining different type of photography like street, wedding Fashion, landscape, nature etc.	4 hours
Photographic lens function: Explaining different types of lenses and their use in different Photography.	2 hours
Function of camera: Use of depth of field, shutter speed, aperture in different occasion.	4 hours
Composition and Picture analysis: Learning different composition element and analyse the Picture with that element.	4 hours
Outing: In real life situation take images with guidance. Then analysis of that images.	4 hours
Artificial light and White Balance: Learning to use white balance based on different photographic situation and use of artificial light in wedding, fashion and product photography.	4 hours
Post processing: RAW image processing and different type of editing based different type of photography	4 hours
Project: Project on taught topics	4 hours
Exam: Exam based on previous taught topics	2 hours

Course Structure for: "Business Analytics"

Description	30 Hours
Introduction to Business Analytics : Definition and Scope, Importance in Business, Types of Analytics, Descriptive, Diagnostic, Predictive, Prescriptive, Data Collection, Data Analysis, Data Interpretation, Decision Making	7 hours
Data Fundamentals: Structured vs. Unstructured Data, Quantitative vs. Qualitative Data, Internal vs. External Data, Surveys, Web Scraping, Databases, Handling Missing Values, Removing Duplicates, Data Transformation	7 hours
Data Visualization: - Principles of Data Visualization, Importance of Visualization, Best Practices, Introduction to Excel, Tableau, Power BI, Charts, Graphs, Dashboards, Interactive Visualizations	10 hours
Statistical Analysis: Descriptive Statistics: Mean, Median, Mode, Variance, Standard Deviation Inferential Statistics: Hypothesis Testing, Confidence Intervals Correlation and Regression: Pearson Correlation, Linear Regression Analysis	6 hours
Project: Project based on the previous topics.	
Exam: Exam based on the previous taught topics	

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Course Structure for: "Art & Craft"

Description	30 Hours
Introduction to Painting on clay items(easy to advance)	4 hours
Introduction to paint on wooden items	1 hours
Introduction to paint on 'kulo', 'pakha'(Basic,Advance)	6 hours
Introduction to paint on cloths(tips and tricks)	5 hours
Indroduction with some easy "kolka"	8 hours
Crafting idea using waste material	4 hours
Handmade jewellary Making	4 hours
Exam: Exam based on the previous taught topics	

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Fees Structure

Course Type		Duration	Student limit	Fees per student
Internship		30 hours	1-250	250
Internship		30 hours	250-500	200
Internship		30 hours	500-1000	150
Internship		30 hours	1000 and above	100
Course Type		Duration	Student limit	Fees per student
Internship		60/120 hours	1-250	500
Internship		60/120 hours	250-500	400
Internship		60/120 hours	500-1000	300
Internship		60/120 hours	1000 and above	200
* We also offer Industrial Trainings and add on courses.				
Course Type		Duration	Course Fees Per Student	
Industrial Training		60 Hours	1000	
Industrial Training		3 Months	2500	
Live Project		3-6 Months	5000	
Live project + Job experience		6 Months	15500	
Course Completion Certificate		3-6 Months	1000	

Industrial Training/Add-on Courses we are providing

1. Python (Basic/Advanced/expert)
2. R Programming
3. Sagemath
4. Core Java
5. C and C++
6. Andriod
7. Website design by php+mysql
8. Full stack using PHP
9. Full stack using Java
10. React JS
11. Angular JS
12. Adbanced Excel
13. Power BI
14. SQL
15. Google Go
16. Robotics
17. PCB
18. Game Design
19. PROLOG
20. VHDL
21. Ethical hacking and Cyber Security
22. Data Science

NOTE:-Colleges can also tie up for starting add-on courses/industrial Training/Live Projects according to profit sharing basis.

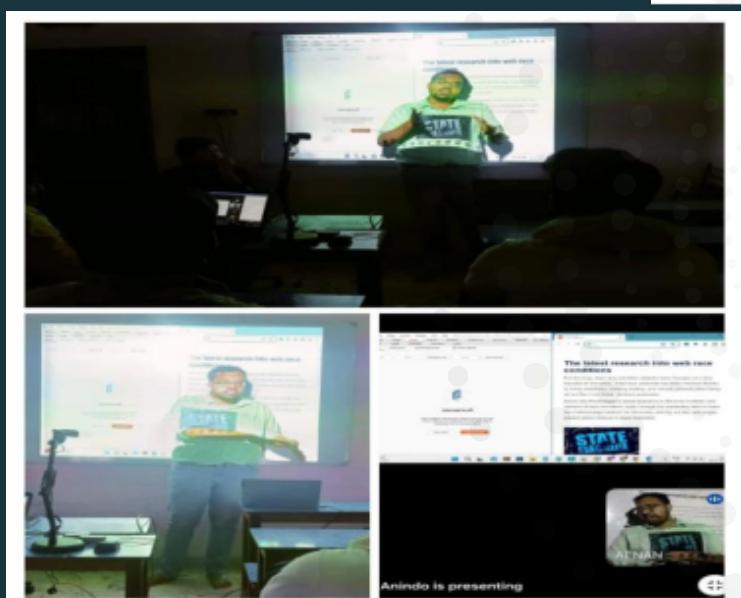
Some of Our Activities



Offline Industrial Training going on in the presence of one of our Faculty Mr. Tarasankar Maji and Business Manager Mr. Narendra Desarkar at BCA Department of EIILM Business School by A Technologies. Thanks to EIILM for giving us the opportunity.

Successfully completed internships in many colleges throughout West Bengal.

Few are : R Programming internship in Taradevi Harakhch And Kankaria Jain College and Cyber Security internship in Behala College



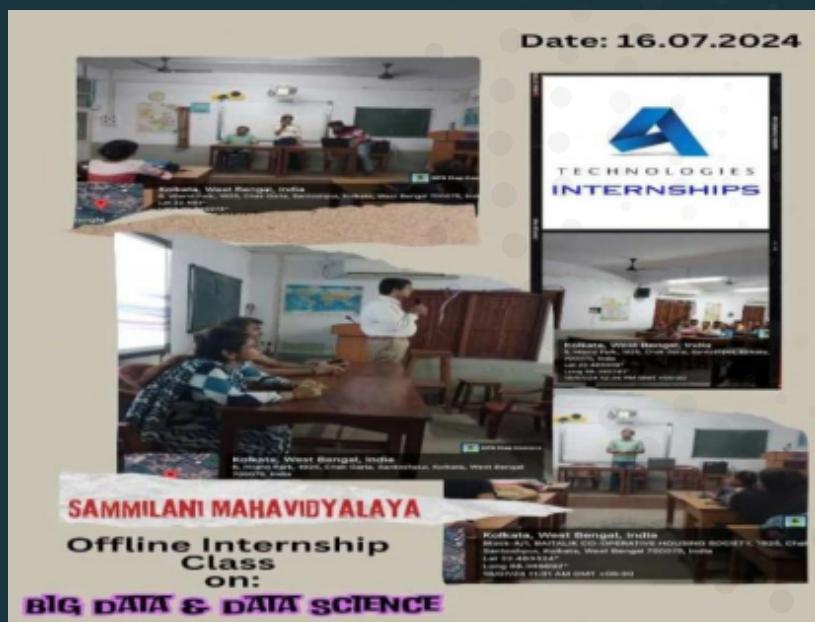
Internship on "Cyber Security" by A Technologies in association with for the UG and Engineering Students. Mock final semester Power Point presentation of College Software Project cum Industrial Training by B. Sc. Computer Science Honours students.

Some of Our Activities



We are greeting respected Director sir of IMS Business School from A Technologies for giving us the great opportunity to arrange Webinar/Seminar on "Career opportunities and Higher Education Options in Covid times and post Covid times" by IMS Business School in Association with A Technologies and for giving us the chance to launch some Career oriented Advanced IT and Industrial Trainings with them for the career enhancements of the students.

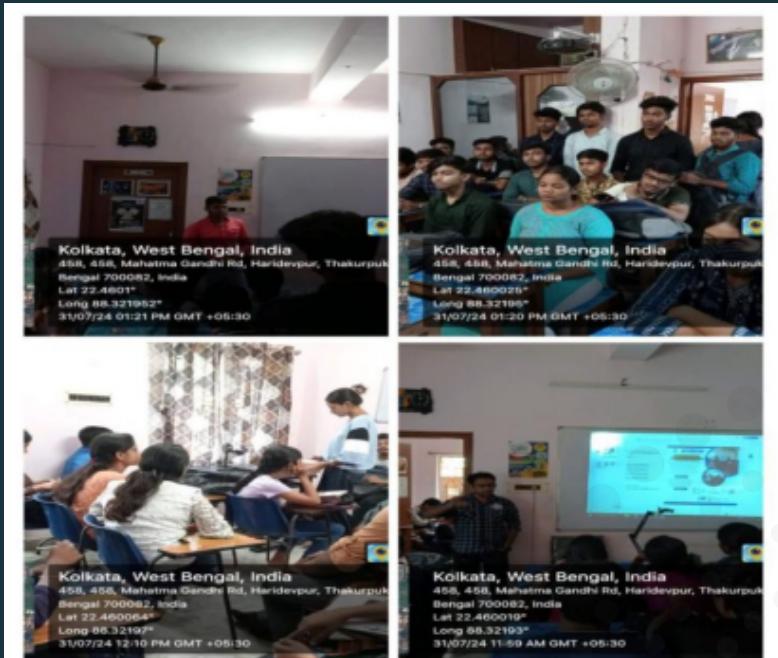
After successfully completion of Internships at Behala College and Vivekananda College for Women alongwith Industrial Training on Tara Devi Harakh Chand Kankaria Jain College, now we have successfully started Internship Programs for 443+ Students at Sammilani Mahavidyalaya according to the CU NEP guidelines.



Offline Internship Program Class Sessions by A Technologies at Sammilani Mahavidyalaya for 443+ Students on 16.07.2024.

Some of Our Activities

Another Great day for "A Technologies". Now we officially tied up with Dhruba Chand Halder College to support Internship and Add On Courses for their students. We are grateful to Respected Principal Sir Dr. Satyabrata Sahoo for giving us this great opportunity.



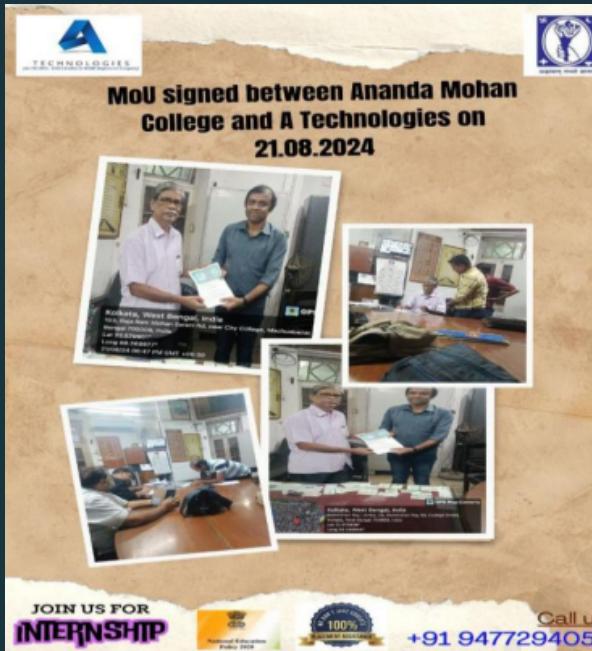
Offline Internship Program and Project note book verification Class Sessions on: "Power BI and Digital Marketing", "Big Data and Data Science", "Advanced Excel and Cyber Security", "Data Visualisation using Python", "Blockchain and Web 3.0" by A Technologies for the students of Sammilani Mahavidyalaya at our Thakurpukur Centre on 31.07.2024.

We are happy to arrange a One Day Seminar on "Cyber Security" from A Technologies for the students of Vivekananda College for Women on 13.08.2024. We are thankful to the College authorities for giving us the chance again.





Another Great day for "A Technologies". Now we officially tied up with P. N. Das College, Palta to support Internship and Add On Courses for their students. We are grateful to Respected Principal Madam Dr. Sharmila De for giving us this great opportunity.



Another Great day for "A Technologies". Now we officially tied up with "Anand Mohan College", Sealdah to support Internship and Add On Courses for their students. We are grateful to Respected Teacher-in-Charge Sir Dr. Priyatosh Dutta and Nodal Officer for giving us this great opportunity.

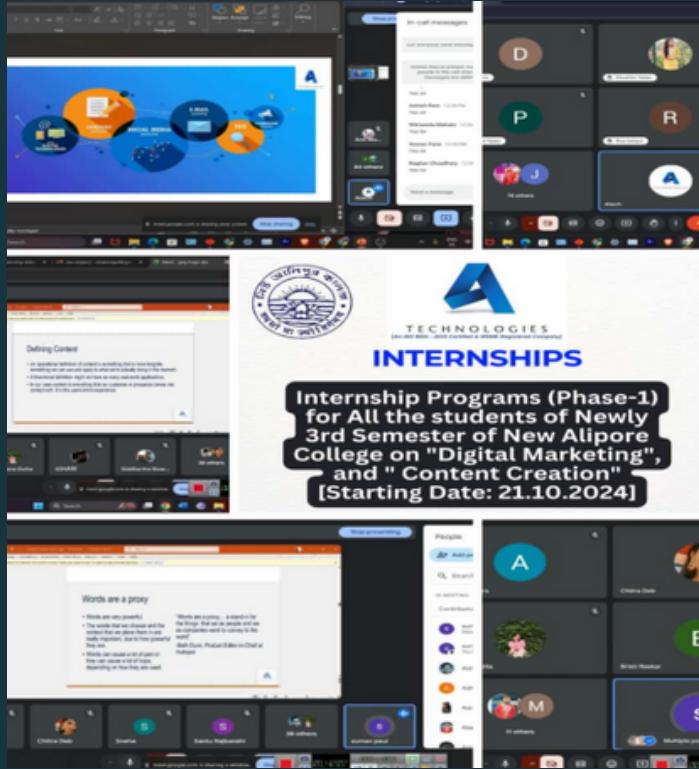
Internship Programs (Phase-1) on "Content Writing" for Bhangar Mahavidyalaya from 21.08.2024. We are fortunate that we got the chance to train 2500+ Students of 2nd Semester of Bhangar Mahavidyalaya according to the CU NEP guidelines. We are also thankful and grateful as well to the respected Principal sir alongwith IQAC Coordinator, Nodal officer of the respective college for giving us this great opportunity and for trusting us.



Orientation Programs on
"Internships and It's Modalities
Under NEP" for the entire Four year
and Three Year B. Sc. / BA 2nd
Semester students of New Alipore
College (Under CU) from our "A
Technologies" on 30.09.2024

Internship Programs (Phase-2) on
"Desktop Publishing (DTP)" for
Bhangar Mahavidyalaya from
24.08.2024.



Art & Craft internship at P.N Das College



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Digital Marketing

Date: 11.11.2024



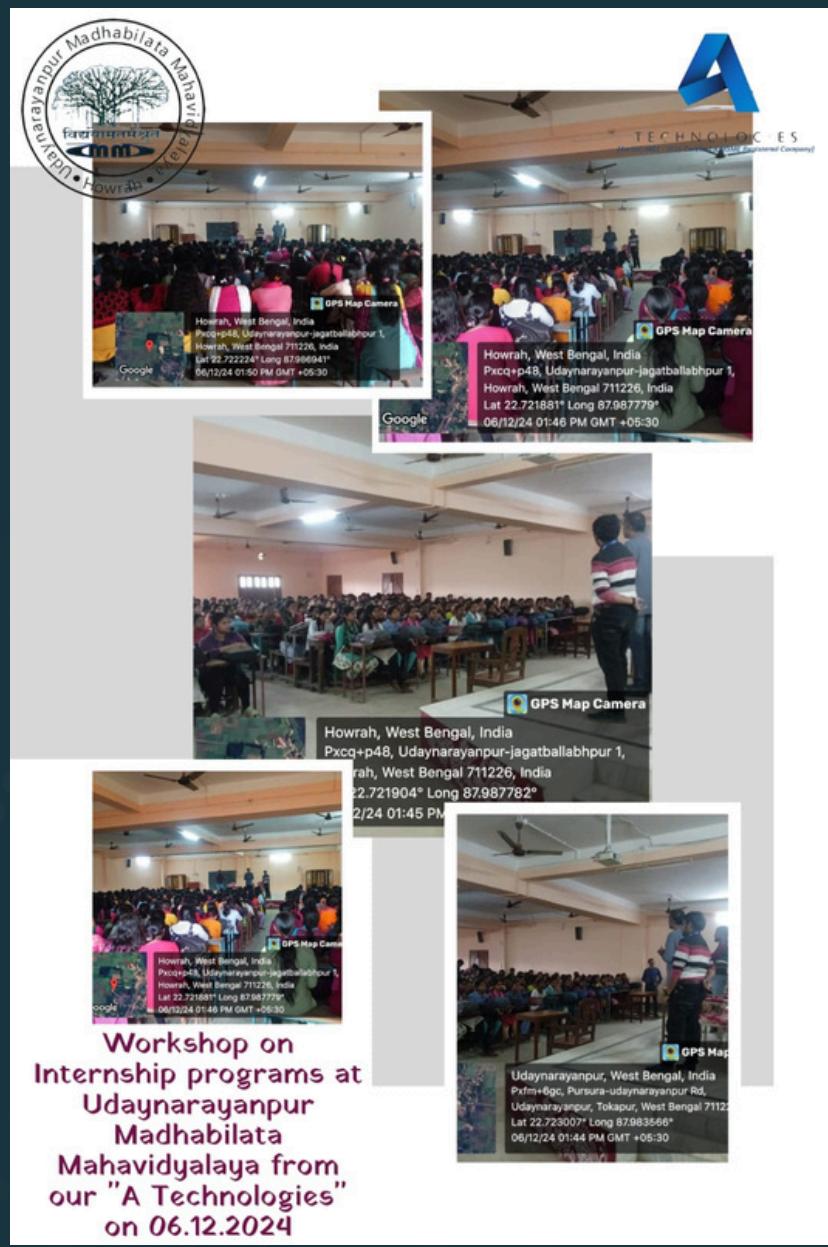
Internship Project Verification for students of New Alipore College

A collage of nine photographs capturing students in various stages of their work. Some are standing at desks, others are seated, looking at papers or computer screens. The setting appears to be a classroom or office environment.

**Internship Project Report
Verification
[Digital Marketing]**
Date: 15.11.2024
For the Students of New Alipore College
(Under CU) according NEP guidelines from A Technologies
www.atechkol.in 9477294058



Signed MOU with Sammilani Mahavidyalaya





Conducted a workshop on Internship Program at Udaynarayanpur Madhabilata Mahavidyalaya on 06.12.2024.



Conducted a workshop on Internship Program at East Calcutta Girls College on 12.12.2024.

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DHRUVA CHAND HALDER COLLEGE

A TECHNOLOGIES



TECHNOLOGIES
(An ISO 9001 : 2015 Certified & MAME Registered Company)

December 20, 2024



Introductory Session



Workshop : 5



Workshop : 4



Workshop : 1



Workshop : 2



Workshop : 3

WORKSHOPS ON INTERNSHIP MODALITIES

Conducted a workshop on Internship Program at Dhruba Chand Halder College for over 500 students on 20.12.2024.

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