

Edu-Revolution Student Manual: A Comprehensive Guide to Opportunities & Academic Equivalence

Introduction

At LPU, academics are designed not just to inform, but to transform. The curriculum is continuously innovated to prepare students for the dynamic demands of the real world. LPU's academic philosophy is powered by the EDU Revolution—an innovative approach that transforms traditional learning into a dynamic, future-ready experience. It blends academic rigor with practical relevance to shape globally competent professionals with following important features:

- **Beyond the Classroom:** Enabling students to explore, engage, and excel through flexible learning platforms.
- **Real-World Integration:** Moving beyond traditional pen-and-paper methods to hands-on, practical learning.
- **Experiential Learning Focus:** Bridging theory with real-world practice to enhance skills and competencies.

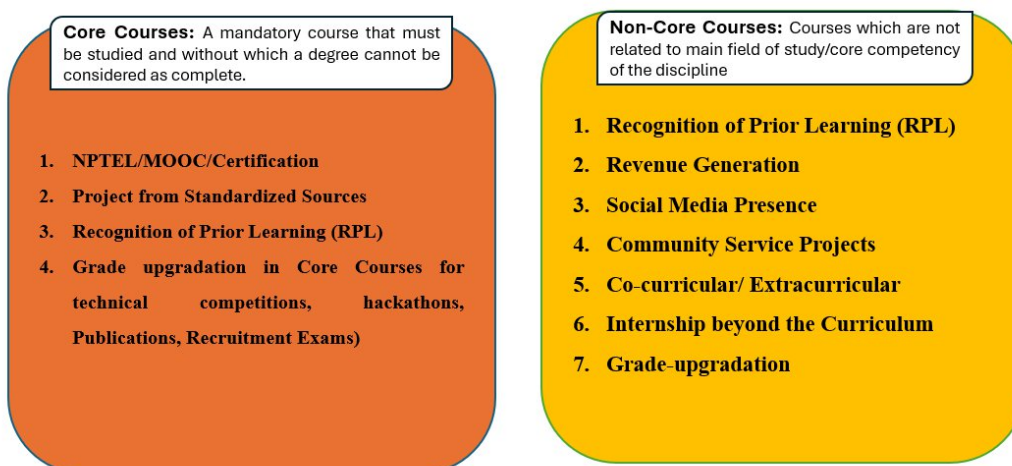
EDU Revolution Initiatives



Course Categories: As part of the Edu-Revolution framework, academic courses are classified into two distinct categories.

- Core Courses:** These are compulsory courses that form the foundation of a student's academic program. Core courses are directly aligned with the program's learning objectives and are essential for fulfilling degree requirements.
- Non-Core Courses:** These include elective, interdisciplinary, and co-curricular courses that complement the core curriculum. These flexibility in learning, support skill enhancement, and contribute to the overall academic and professional development of the student.

Broad Categorization (Based on course category)



Several academic initiatives have been thoughtfully designed under the EDU Revolution, keeping student needs at the core. These initiatives are curated by subject experts to enhance learning outcomes and provide diverse academic opportunities. The various options are detailed in the following section:

1. Course Equivalence: Course equivalence in the form of exemption from classes and Evaluation. Students can undertake the following options for course equivalence:

- ✓ NPTEL/MOOC/Certification course (for Core courses)
- ✓ Projects (for Core courses)
- ✓ Recognition of Prior Learning (for Core and Non-Core Courses)
- ✓ Revenue Generation (for Non-Core Courses)
- ✓ Internship beyond the curriculum (for Non-Core Courses)

2. Grade Upgradation: Provision of improving a previously earned grade through approved academic activities as per following table:

Core Courses	Non-Core Courses
<ul style="list-style-type: none"> ✓ Technical Competition/Hackathon. ✓ NPTEL MOOCs/Certification. ✓ Industry based Projects. ✓ Publications/Patents/Copyrights. ✓ Recruitment/Competitive Examination 	<ul style="list-style-type: none"> ✓ Revenue Generated ✓ Social Media Presence ✓ Community Service Projects ✓ Internship beyond the curriculum ✓ Co-curricular/Extracurricular ✓ Sports/Cultural activities

3. Attendance Relaxation: Students can get a 10 % attendance benefit for students of Pre-Final and Final year (with CGPA of 7.5) against following:

- ✓ Recruitment/Competitive examination
- ✓ Technical competitions
- ✓ Industry and Field Projects

- ✓ Free lancing and Entrepreneurial projects
- ✓ Skill Development Workshop/Short Term Course

4. Duty Leave: Duty leaves **for participation in an event/activity** prior to the start of event/activity or any other career/academic enhancement purpose. Duty leaves **range from 30 to 150 hours duty leaves**

- ✓ Technical Competition/Hackathon
- ✓ Industry based Projects
- ✓ Recruitment/Competitive Examination

5. Value Addition in Academic Transcript

- ✓ Activities beyond the regular curriculum that enhances a student's knowledge, competencies, and employability
- ✓ These activities shall be recognized and be reflected in the academic transcript to showcase holistic development

Students can apply for various EDU Revolution Initiatives through the following link

Login UMS --> LMS---> Edu Revolution: Be the Change---> Apply for EDU Revolution

Edu-Revolution Query and Assistance Zone: for guidance and support on EDU Revolution visit Block 27-102

Important Note on EDU-Revolution Nominations

All nominations submitted under the EDU-Revolution will undergo a verification process by the Standing Committee. The committee may contact students directly, request supporting documents, or call them for an in-person interaction, if required.

Please note:

- Submitting a nomination **does not guarantee approval** of benefits.
- The **Standing Committee holds full authority** to approve, reject, increase, or decrease the proposed benefits.
- The **best possible decision** will be taken based on merit, relevance, and supporting evidence provided.

Academic Equivalence: Benefits and Eligibility Criteria for various EDU Revolution Initiatives

1. MOOCs (NPTEL/SWAYAM)

Massive Open Online Courses (MOOCs) offered through NPTEL on the SWAYAM platform form a vital part of the Edu-Revolution framework. Developed by premier institutions such as IITs and IISc, these courses are designed to deliver high-quality content in areas like **engineering, science, humanities, management, artificial intelligence, and data science**. They are structured to promote self-paced, high-quality learning and are mapped to both **Core and Non-Core course categories**, making them eligible for academic credit and recognition. Important features include:

- i. NPTEL courses are available **twice a year** during the **January** and **July** sessions.
- ii. **Courses are available in flexible durations of 4, 8, or 12 weeks**, allowing students to choose based on their learning pace and schedule.

Benefits for Students (on successful completion):

- i. Course Equivalence
- ii. Grade Upgradation
- iii. Relaxation in Continuous Assessment (CA)
- iv. Academic Transcript Recognition (where applicable)

Table 1: Suggestive benefits/equivalence for NPTEL

MOOC	Category	Suggestive Benefits	Evaluation Criteria	Student Undertaking
NPTEL/ MOOC	Ongoing/ Upcoming	Course Equivalence i.e. exemption from classes and evaluation in one Core Course	Students shall be awarded grades as per performance in the NPTEL/MOOC	The student shall be duly informed about repercussions of not clearing the course as per the passing criteria set by NPTEL.
	Completed	Upgradation of grade in Core course. On producing relevant proof like certificate awarded by the NPTEL/MOOC	Minimum one grade upgradation if the student clears the NPTEL/MOOC or grade whichever is higher	The benefits extended shall be revoked and the student shall be awarded "F" grade in the course wherein the student has availed Course Equivalence i.e. exemption from classes and evaluation

2. PROJECTS

A project is a structured effort undertaken to achieve a specific goal within a defined timeframe and scope. It applies knowledge, skills, tools, and techniques to create a **unique product, service, or result** while managing constraints like time, cost, and resources. The Projects to be taken up by the students should suffice to the **highest level of Bloom's Taxonomy i.e. Create**. Opportunities under EDU Revolution:

- i. Course Equivalence, i.e. exemption from classes and evaluation: for Core courses
- ii. CA Modifications (in One or Multiple Courses) and Duty Leave
- iii. Grade Upgradation
- iv. Recognition in Academic Transcript (wherever applicable)
- v. Consideration for Project EXPO (as per the scale of the project)

Table 2: Suggestive Project Classification, Benefits, and Evaluation Criteria

Level of Project	Description	Suggestive Benefits	Expected Outcome	Evaluation Parameters (Panel Based Viva)
Basic (Technology readiness level 3)	Basic category projects can be mapped with one or multiple courses ; however, the benefits will be limited to the Continuous Assessment (CA) of a single course	1.Modification of all CA in one Course 2. Attendance relaxation (10 %) in the course to pursue the project	Prototyping (Model)/ Publication/ Copyright/ Patent	Relevance Effectiveness Efficiency Impact Sustainability Reward
Intermediate (Technology readiness level 4-5)	These Projects may be mapped with one or multiple courses . However, considering the project's TRL, the benefits may be extended to the Continuous Assessment (CA) of one or more courses	1. Modification of all CA in Two Course 2. Attendance relaxation (10 %) in the course to pursue the project	Functional Prototype/ Industry or Market Relevance/ Copyright/ Publication/ Patent	Relevance Effectiveness Efficiency Impact Sustainability Reward
Advance (Technology readiness level TRL 6-9)	The advanced category of Projects may be mapped with one or more multiple courses . However, considering the TRL of project the benefits shall be extendable to Course Equivalence i.e. exemption from classes and evaluation of one	1. Course Waiver	Fully Developed Prototype/ Industry Collaboration/ Technology transfer/ Copyright /Patent/Publications	Relevance Effectiveness Efficiency Impact Sustainability Reward

	course			
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Course(s) to be selected for CA modifications or course waiver shall be recommended by the Standing Committee based on the mapping of the course(s) with the Project. The Standing Committee may consider a minimum of 70 % course mapping for consideration of course(s) in this category.

Note: Students opting for course equivalence must submit an **undertaking** stating that **failure to complete the project will result in a "F" grade.**

3. RPL (Recognition of Prior Learning)

Recognition of Prior Learning (RPL) under the Edu-Revolution framework enables students to earn academic exemptions by validating their previously acquired knowledge, certifications, or practical experience. RPL applies to both **Core** and **Non-Core** courses; however, students may seek exemption for only **one course per term**, provided they secure a minimum grade of **B+ (7.0 GPA)** in the RPL exam conducted by university.

Examples of Prior Learning:

- **Professional Certifications:** IELTS, TOEFL, DELF/DALF, JLPT, etc.
- **Technical/IT Certifications:** AWS, Microsoft Azure, Cisco (CCNA/CCNP), Oracle, SAP, etc.
- **Competitive Exams:** CTET, TEFL, TET, CELTA, Montessori training.
- **Industry Experience:** Internships, work experience, apprenticeships, hands-on training.
- **Online Courses/MOOCs:** NPTEL, SWAYAM, and other government-recognised platforms.
- **Workshops:** Certified participation in skill-specific training programs.

Eligible students who secure a **minimum of a B+ grade (7.0 GPA)** in the RPL examination can avail the following benefits:

- i. **Course Exemption:** One eligible course per term can be exempted from attendance, internal assessments, and final examination.
- ii. **Formal Recognition:** The grade earned through the RPL examination is officially recorded on the Detailed Marks Certificate (DMC).
- iii. **Diverse Learning Recognition:** Accepts prior learning from sources such as professional certifications, competitive exams, internships, MOOCs, and workshops.
- iv. **Grade Improvement Option:** Students have the opportunity to appear in the End Term Examination (ETE) to improve the grade earned through RPL, if desired.

4. Technical Competitions/Hackathons

A **Technical Competition** refers to a structured contest where individuals or teams apply their technical knowledge and skills to solve given problems, complete projects, or showcase innovations. These competitions may include coding challenges, circuit design contests, robotics tournaments, case study-based competitions, or other engineering and technology-driven tasks, and they aim to foster innovation, critical thinking, and technical excellence.

A **Hackathon** is an event, typically lasting between a day to a week, where participants collaborate intensively to design, develop, and present innovative solutions to specific technical challenges or real-world problems. Opportunities under the EDU Revolution:

- Grade upgradation
- Duty Leaves (For Preparation and Participation)

Participation in **Technical Competitions and Hackathons** promotes innovation, problem-solving, and practical application of skills. The following are the proposed academic benefits that may be extended to students for their active involvement and achievements:

Table 3: Proposed Benefits against Hackathons/Technical Competitions

Level of Participation	Preparation	Participation	Prize/Position (1 st , 2 nd or 3 rd)
University	NA	Duty Leave	Grade upgradation (maximum of 3 credits)
State	Duty Leave	Duty Leave	Grade upgradation (maximum of 6 credits)
National	Duty Leave	Duty Leave	Grade upgradation (maximum of 9 credits)
International	Duty Leave	Duty Leave	Grade upgradation (maximum of 12 credits)

National and international events may be considered on the following basis by the Standing Committee

Level	Rank
International University/College	IF: QS Ranking (1-500)
National University/College Regional University/College	NIRF Ranking (1-100)

Important notes:

1. Based on Level and Tier, the hours of Duty Leaves shall be allocated by the Standing Committee.
2. If the hackathon or competition is not mapped to any course, it may be reflected as a value-addition component in the student's academic transcript as per the credits mentioned in the above table.

All the formats, like applications and facilitations, can be referred to from the Policy for Off-

5. Publication/Patent/Copyright

Academic and creative contributions such as **publications, patents, and copyrights** reflect a student's commitment to original thought, innovation, and scholarly engagement.

- A **publication** is the act of making content available to the public, typically in journals, books, or online platforms. In academia, **publications** refer to research papers, articles, conference proceedings, and technical reports.
- A **patent** is a legal right granted by the government to an inventor, giving them exclusive rights to make, use, and sell their invention for a certain period (usually 20 years). Patents are granted for new inventions or significant improvements to existing products, processes, or technologies.
- **Copyright** is an automatic legal protection granted to the creators of original works, like literary, artistic, musical, or digital content. It gives the creator exclusive rights to reproduce, distribute, perform, display, or license the work.

Contributions in the form of **publications, patents, or copyrights** reflect a student's research orientation and creative output. The following table outlines the suggested academic benefits associated with such achievements.

Table 4: Suggestive benefits under Publication/Patent/Copyright

Category	Category Description	Level	No of Courses	Suggestive Benefit
Patent	Patent Published (up to 5 applicants)	UG, PG	1	Grade Upgradation: One grade up
	Patent Published and Prototype created (up to 5 applicants)	UG, PG	2	Grade Upgradation: One grade up
	Patent Granted	UG, PG	1	O grade in mapped course
Copyright	Copyright	UG, PG	1	Students with copyright must generate a minimum revenue of ₹20,000 in the last six months to get One grade up
Publication	Only Indexed (up to 5 applicants)	UG	1	<ul style="list-style-type: none"> • For publication in Q1, Q2, Q3, Q4: Two grade up • For Book Chapter: One grade Up • For Conference papers: One grade up
	Only Indexed (up to 5 applicants)	PG	1	<ul style="list-style-type: none"> • For publication in Q1, Q2, Q3, Q4: One grade up • Conference papers: One grade up

				<ul style="list-style-type: none"> Book Chapter: One grade up
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6. Recruitment/Competitive/ Eligibility Examination

Examinations designed to assess aptitude, subject knowledge, and readiness for employment or further education form a critical part of a student's career development journey. Under the **Edu-Revolution framework**, successful completion of recognised **recruitment, competitive, or eligibility examinations** can be mapped to academic benefits, acknowledging the effort and preparation involved.

- i. **Recruitment Exam:** A **recruitment exam** is a formal test conducted by organizations (private companies, government bodies, PSUs, banks, etc.) to hire candidates for specific job positions. For example: SSC CGL, UPSC, IBPS PO, RRB State Public Service Commission Exams, etc.
- ii. **Competitive Exam:** A **competitive exam** is a general term for any exam where candidates compete against each other to secure limited positions or seats. These can be for **jobs** (recruitment) or **education** (admissions). For example: CAT (MBA), GATE (MTech/PSUs), CLAT (Law), etc.
- iii. **Eligibility Exam:** An **eligibility exam** is conducted to certify that a candidate meets the minimum qualifications or standards required to enter a profession or pursue further education. Clearing the eligibility exam allows candidates to apply for certain positions or courses. For example: IELTS, TOFEL, CTET, etc.

Opportunities under the EDU Revolution:

- Grade Upgradation
- 10 % attendance relaxation for pre-final and final year students.

Qualifying or appearing in **Recruitment, Competitive, or Eligibility Examinations** reflects career readiness. The following are the proposed academic benefits linked to such achievements.

Table 5: Suggestive benefits under Recruitment/Competitive/ Eligibility Examination

Category	Recruitment/Competitive / Eligibility Exam	Minimum Eligibility for Benefits
Grade Upgradation	IELTS, TOEFL, PTE, GRE, GMAT, NET, CMAT, CAT, GPAT/GMAT/CEED, GATE, AFCAT, CDS, CTET etc.	As per the recommendation of the Standing committee.

10 % attendance	Pre-final and final-year students can avail 10% attendance relaxation for Recruitment, Competitive, or Eligibility Exam preparation	As per the recommendation of the Standing committee.
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7. Revenue Generation

Revenue generation by students refers to the various ways they use to generate income through entrepreneurial activities, freelancing, tutoring, content creation, event participation and management, and research initiatives. This may include starting a small business, offering skill-based services, working part-time, monetising online platforms, or securing grants. Engaging in these activities enables students to achieve financial independence, develop professional skills, and enhance both their personal and academic growth. The following table outlines the suggested academic benefits and evaluation criteria for students contributing under the **Revenue Generation** category.

Table 6: Suggestive benefits and evaluation criteria under Revenue Generation

Revenue	Category	Suggestive Benefits	Evaluation Criteria
50,000-1,00,000 in 6 Months/one term	Claim	10% Duty Leave during the term. Students shall be considered for grade upgradation in relevant course (as suggested by the Standing Committee) at the end of the term.	Student must submit a detailed revenue proposal outlining revenue model, market feasibility, execution strategy, and financial projections. The student shall be evaluated based on Viva to be conducted at the end of the term.
	Completed	Upgradation in grades for Non-Core course. Course to be provided by the standing Committee	
1,00,000 and above in 6 months/ one term	Claim	15% Duty Leave. Course Equivalence i.e. exemption from classes and evaluation in Non-core course. Course to be provided by the standing Committee	Student must submit a detailed proposal outlining: Revenue Model Market Feasibility Execution Strategy Financial Projections Student may be evaluated based on: Revenue Generated Legitimacy of Project Suitability of Project Growth Prospects etc.
	Completed	Upgradation in two non-core courses. Course to be provided by the standing Committee	
Pre-decided amount equivalent to		Class Assessment (CA) score only No attendance relaxation	

the CA (EWL)	Completed	or grade updation
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Documents to be submitted: Bank statement, company registration, letter of appointment

Note: **Student Undertaking:** The student shall be duly informed about the repercussions of not achieving the claim and must fill and sign an undertaking in this regard specifying that “The benefits extended shall be revoked and the student shall be awarded an ‘F’ grade in the course wherein the student has availed Course Equivalence”

8. Internships beyond the Curriculum

An internship is a structured, short-term work opportunity that allows students to gain practical exposure in a specific field or industry. As a form of experiential learning, industry-integrated internships play a vital role in engineering and professional education by enabling students to apply theoretical concepts in real-world contexts. Participating in internships offers students a valuable

Opportunities under EDU Revolution:

- Course Equivalence, i.e. exemption from classes and evaluation, for non-core courses
- Grade Upgradation
- Recognition in Academic Transcript (wherever applicable)

The following table outlines the suggested academic benefits and evaluation criteria for students undertaking internships beyond the curriculum.

Table 7: Suggestive benefits under Internship beyond the Curriculum

Category	Sources	Remarks	Suggestive Benefits	Evaluation Criteria	Student Undertaking
Ongoing/Up coming	<ul style="list-style-type: none"> LinkedIn Internshala Naukri.com Indeed Company Career Pages Chegg Internships Government Portals 	internship must be paid, conducted offline, and have a minimum duration of 90 hours.	<ul style="list-style-type: none"> Course Equivalence i.e. exemption from classes and evaluation in one Non-Core Course 	Panel Based Viva	The student shall be duly informed about repercussions of not completing the internship. The benefits extended shall be revoked and student shall be awarded “F” grade in the course wherein the student has

					availed Course Equivalence i.e. exemption from classes and evaluation.
Completed	<ul style="list-style-type: none"> • LinkedIn • Internshala • Naukri.com • Indeed • Company Career Pages • Chegg Internships • Government Portals 	The internship must be paid, conducted offline, and have a minimum duration of 30 hours.	<ul style="list-style-type: none"> • One-grade upgradation in a non-core course upon submission of relevant proof, such as a certificate from the concerned company. 	Minimum one grade upgradation on for the internship pursued.	

9. Community Service Projects

Community service plays a vital role in fostering civic responsibility, empathy, and leadership among students. By participating in community service projects, students actively contribute to addressing real-world social issues, promoting inclusive development, and creating meaningful impact beyond the classroom. These initiatives

not only support the community but also offer students valuable experiential learning opportunities that enhance their problem-solving abilities, teamwork, and social awareness.

As part of the **EDU Revolution** initiative, community service is recognised as a legitimate and impactful form of learning. Students who engage in structured and approved community service projects are eligible for academic benefits that acknowledge their contribution and support their holistic development.

Opportunities under EDU Revolution:

1. Course Equivalence (Non-core) for pursuing a community service project
2. Grade Upgradation (Non-core) for those who have completed the project
3. Duty leaves
4. CA modification

Suggestive Sources:

Name	Description
GuideStar India	<ul style="list-style-type: none"> • One of India's largest and most reliable databases of NGOs. • Website: https://guidestarindia.org
GiveIndia	<ul style="list-style-type: none"> • A donation platform that aggregates credible NGOs and connects them with donors. • Website: https://www.giveindia.org
NGO Darpan (NITI Aayog)	<ul style="list-style-type: none"> • A government portal providing details and registration of NGOs/VOs in India. • Website: https://ngodarpan.gov.in
HelpYourNGO	<ul style="list-style-type: none"> • Aggregates NGO financials and program details to help donors make informed choices. • Website: https://www.helpyourngo.com
IndiaDonates	<ul style="list-style-type: none"> • A fundraising platform that works with grassroots NGOs across India. • Website: https://www.indiadonates.org
LetzChange (now part of GiveIndia)	<ul style="list-style-type: none"> • Formerly an independent aggregator, now integrated with GiveIndia. • Website: Redirects to https://fundraisers.giveindia.org
Dasra	<ul style="list-style-type: none"> • A strategic philanthropy platform that connects donors with credible NGOs and social enterprises. • Website: https://www.dasra.org
City needs	<ul style="list-style-type: none"> • https://www.cityneeds.info

An evaluation of the Community Service Project shall be done based on the written report and presentation given by the students. The following parameter shall be considered for evaluation

Parameter	Weightage
Number of Beneficiaries	40
Volunteer Participation	20
Funds/Resources Utilized	20
Social Media Reach	10
Community Feedback	10

Note: The student must identify/choose an NGO that qualifies for tax exemption under Section 80G.

10. Social Media Presence

In the digital age, a well-managed online presence has become an essential component of academic and professional growth. University students can strategically utilize social media platforms to establish a credible digital identity that aligns with their educational pursuits and career objectives. When used effectively, these platforms serve not only as tools for self-expression but also as channels for networking, showcasing achievements, and aligning with career aspirations.

Effective Ways to Use Social Media:

- **Share Knowledge:** Post academic insights, research updates, and relevant industry trends to demonstrate subject expertise and stay engaged with peers.
- **Maintain Professional Profiles:** Use platforms like LinkedIn, X (formerly Twitter), and ResearchGate to highlight achievements, connect with faculty, and network with professionals.
- **Showcase Portfolios:** Publish academic projects, technical work, or creative content on platforms such as GitHub, Behance, or a personal website to reflect your skills and contributions.
- **Support Institutional Initiatives:** Follow and engage with official university pages, contribute to online events or campaigns, and promote campus activities to build a strong connection with your institution.

Opportunities under EDU Revolution:

- i. Course Equivalence for non-core courses
- ii. Grade Upgradation
- iii. CA modification

The following table outlines the suggested academic benefits and evaluation criteria for students engaging meaningfully under the **social media presence** category.

ACADEMIC BENEFITS FOR SOCIAL MEDIA ACHIEVEMENTS – MONTHLY			
Parameter	Grassroot Benefits	Achiever Benefits	Highflyer Benefits
	Eligibility - 500 Points	Eligibility - 501-1000 Points	Eligibility - 1001+ Points
DL	30 HOURS	40 HOURS	50 HOURS
CA	NIL	EXEMPTED FOR 1 COURSE	EXEMPTED FOR 2 COURSES
MTT	NIL	NIL	10% BONUS MARKS
ETT	NIL	NIL	10% BONUS MARKS
GRADES	NA	NA	NA
COURSE EXEMPTION	NA	NA	NA
CASH AWARD	1000	2000	3000
CERTIFICATE	NIL	NIL	YES
HOSTEL ROOM PREFERENCE	NIL	NIL	NIL
BADGE	NIL	NIL	NIL

ACADEMIC BENEFITS FOR SOCIAL MEDIA ACHIEVEMENTS - TERM WISE			
Parameter	Grassroot Benefits	Achiever Benefits	High Flyer Benefits
	Eligibility - 2000 Points	Eligibility - 2001-4000 Points	Eligibility - 4001+ Points
DL	60 HOURS	70 HOURS	80 HOURS
CA	EXEMPTED FOR 2 COURSES	EXEMPTED FOR 4 COURSES	EXEMPTED FOR ALL COURSES
MTT	20% BONUS MARKS	30% BONUS MARKS	40% BONUS MARKS
ETT	20% BONUS MARKS	30% BONUS MARKS	40% BONUS MARKS
GRADES	NA	NA	NA
COURSE EXEMPTION	NA	NA	1 COURSE
CASH AWARD	4000	5000	6000
CERTIFICATE	YES	YES	YES
HOSTEL ROOM PREFERENCE	YES	YES	YES
BADGE	YES	YES	YES

SCORING METRICS FOR SOCIAL MEDIA CONTENT - (Monthly Basis)

(Only academic, sensible, and pro-university posts will be counted for benefits. Posts should contribute to industry knowledge, student engagement, research, achievements, or professional development. Casual or non-relevant posts will not be considered.)

Category	Parameter	Metric	Minimum Eligibility to Qualify	Minimum Benefit	Moderate Benefit	Maximum Benefit
Social Media Post	Personal Account Post	Reach	1000	1000 = 10 points	1500 = 20 points	2000 = 30 points
		Engagement	100	100 = 10 points	150 = 20 points	200 = 30

						points
		Engagement Rate	10%	10% = 10 points	15% = 20 points	20% = 30 points
		Content Quality	Original	Recreated = 10 points	Remixed = 20 points	Original = 30 points
Social Media Account	SM Account Dashboard	Accounts Reached	10000/month	10000 = 30 points	15000 = 60 points	20000 = 100 points
		Accounts Engaged	1000/month	1000 = 30 points	1500 = 60 points	2000 = 100 points
		Total Followers	All time 5000 with 5% increase monthly	5% = 30 points	10% = 60 points	15% = 100 points
		Content Shared	10/month	10 = 30 points	15 = 60 points	20 = 100 points
Professional Portfolios	LinkedIn Presence	Profile Completeness	50%	50% = 10 points	50–80% = 20 points	80–100% = 30 points
		Endorsements & Recommendations	5 endorsements, 1 recs	5 endorsements, 1 recs = 10 points	5–20 endorsements, 2–3 recs = 20 points	20+ endorsements, 3+ recs = 30 points
		Network Size	100 connections	100 connections = 10 points	100–500 connections = 20 points	500+ connections = 30 points
		Activity & Engagement	1-2 post/comment per month	1-2 post/comment per month = 10 points	3–4 posts/comments per month = 20 points	5+ posts/comments per month = 30 points

	Industry Connections	Number of Industry Connections	10 industry connections	10 industry connections = 10 points	10–50 industry connections = 20 points	50+ industry connections = 30 points
		Relevant Groups/Communities	2 groups joined	2 groups joined = 10 points	3 groups joined = 20 points	4+ groups joined & active = 30 points
		Collaborations	1 collaboration	1 collaborations = 10 points	2 collaborations = 20 points	3+ collaborations = 30 points
		Engagement with Industry Content	5 interactions/month	5 interactions/month = 10 points	5–20 interactions/month = 20 points	20+ interactions/month = 30 points
	Projects Showcase	Project Descriptions	1 projects listed	1 projects listed = 10 points	2–4 projects listed = 20 points	5+ projects listed = 30 points
		Recommendations or Reviews	2 recommendations	2 recommendations = 10 points	3 recommendations = 20 points	4+ recommendations = 30 points
		Publications or Presentations	1 publications	1 publications = 10 points	2–3 publications = 20 points	4+ publications = 30 points

		Portfolio Links	1 links	1 links = 10 points	2 links = 20 points	3+ links (GitHub, website, etc.) = 30 points
		Media Attachments	1 attachment	1 attachments = 10 points	3 attachments = 20 points	4+ attachments = 30 points
Institutional Brand Building	University Hashtags	Frequency of Universityhashtag usage	8/month	8 = 30 points	12 = 60 points	16 = 100 points
	University/School Event Coverage	University Eventrelated content creation (photos, videos, posts)	8/month	8 = 30 points	12 = 60 points	16 = 100 points
		Engagement with the university content (shares, likes, comments)	15/month	15 = 30 points	25 = 60 points	35 = 100 points
	Ambassador Activities	Active promotion of university initiatives (campaigns, events, social causes)	15/month	15 = 30 points	25 = 60 points	35 = 100 points
		Post to Engage with prospective students or external stakeholders	2/month	2 = 30 points	4 = 60 points	6 = 100 points

