ತುಮಕೂರು 🏛 ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಕಾರ್ಯಾಲಯ, ಬಿ.ಎಚ್.ರಸ್ತೆ, ತುಮಕೂರು – 572 103

ಸಂಖ್ಯೆ: ತುವಿ:ಶೈವಿ:2025–26/3/99   ದಿನಾಂಕ: 19.01.2026

ಟಿಪ್ಪಣಿ

ವಿಷಯ : ವಿವಿಧ ಪದವಿಗಳ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸಂದರ್ಶನ ಕೌಶಲ್ಯದ ಬಗ್ಗೆ INFiNi SOLUTIONS
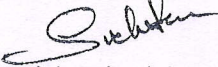ರವರು ತರಬೇತಿ ನೀಡುವ ಬಗ್ಗೆ ಪ್ರಸ್ತಾವನೆ ಸಲ್ಲಿಸಿರುವ ಕುರಿತು.

ಉಲ್ಲೇಖ : 1. INFiNi SOLUTIONS ರವರ ಪತ್ರ ದಿನಾಂಕ: 10.12.2025.
2. ಮಾನ್ಯ ಕುಲಪತಿಯವರ ಅನುಮೋದನೆ ದಿನಾಂಕ: 03.01.2026.

* * *

ಮೇಲ್ಕಂಡ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಉಲ್ಲೇಖ(1)ರ ಪತ್ರದಲ್ಲಿ ತಿಳಿಸಿರುವಂತೆ, ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಅಡಿಯಲ್ಲಿ ಸ್ನಾತಕ ಮತ್ತು ಸ್ನಾತಕೋತ್ತರ ಪದವಿಗಳಲ್ಲಿ ವ್ಯಾಸಂಗ ಮಾಡುತ್ತಿರುವ ವಿದ್ಯಾರ್ಥಿಗಳ ಮುಂದಿನ ಭವಿಷ್ಯದ ಹಿತದೃಷ್ಟಿಯಿಂದ INFiNi SOLUTIONS ರವರು ಉದ್ಯೋಗಕ್ಕಾಗಿ ಸಂದರ್ಶನ ಕೌಶಲ್ಯ (Interview Skills)ದ ಬಗ್ಗೆ ತರಬೇತಿ ನೀಡುವ ಬಗ್ಗೆ ಪ್ರಸ್ತಾವನೆಯನ್ನು ಸಲ್ಲಿಸಿರುತ್ತಾರೆ. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಮೇಲ್ಕಂಡ ಸಂಸ್ಥೆಯವರು ತಮ್ಮ ಯೋಜನೆಯಡಿಯಲ್ಲಿ ಮುಖ್ಯವಾಗಿ 05 ವಿಷಯಗಳ ಬಗ್ಗೆ ತರಬೇತಿ ನೀಡಲು ವೇಳೆಯನ್ನು ನಿಗದಿಪಡಿಸಿರುತ್ತಾರೆ ಹಾಗೂ ತರಬೇತಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ತಲಾ ಇಂತಿಷ್ಟು ಶುಲ್ಕವನ್ನು ಸಹ ನಿಗದಿಪಡಿಸಿರುತ್ತಾರೆ. ಈ ಎಲ್ಲಾ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಪಟ್ಟ ಪತ್ರವನ್ನು ಈ ಪತ್ರದೊಂದಿಗೆ ಲಗತ್ತಿಸಿದ್ದು, ವಿದ್ಯಾರ್ಥಿಗಳ ಶೈಕ್ಷಣಿಕ ಹಿತದೃಷ್ಟಿಯಿಂದ ಅನುಕೂಲವಾಗುವ ಕುರಿತು ಅಭಿಪ್ರಾಯವನ್ನು ದಿನಾಂಕ: 23.01.2026ರೊಳಗಾಗಿ ನೀಡುವಂತೆ ಈ ಮೂಲಕ ಕೋರಲಾಗಿದೆ.

ಆದೇಶದ ಮೇಳಿಗೆ,

(signature)

ಉಪಕುಲಸಚಿವರು
ಕುಲಸಚಿವರು
ಶೈಕ್ಷಣಿಕ ವಿಭಾಗ
ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ತುಮಕೂರು

ಅಡಕ: INFiNi SOLUTIONS ರವರ ಪತ್ರ.

ಗೆ,

1. ಅಧ್ಯಕ್ಷರು/ಸಂಯೋಜಕರು ಸ್ನಾತಕೋತ್ತರ ಅಧ್ಯಯನ ಕೇಂದ್ರ ಮತ್ತು ಸ್ನಾತಕೋತ್ತರ ಅಧ್ಯಯನ ಮತ್ತು ಸಂಶೋಧನ ವಿಭಾಗಗಳು, ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ತುಮಕೂರು.
2. ಪ್ರಾಂಶುಪಾಲರು, ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಘಟಕ ಕಾಲೇಜುಗಳು, ತುಮಕೂರು.

ಪ್ರತಿಗಳು:

1. ಮಾನ್ಯ ಕುಲಪತಿಯವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ತುಮಕೂರು.
2. ಸಿಸ್ಟಂ ಅನಾಲಿಸ್ಟ್, ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ತುಮಕೂರು-E-mail ಮೂಲಕ ಕಳುಹಿಸುವುದು.
3. ಕಛೇರಿ ಪ್ರತಿ.

Date: 10-12-2025.

To

The Registrar,
Tumkur University,
Tumkur,
Karnataka, India.

Respected Sir,

Sub:- INIFINI SOLUTIONS – Submission of proposal for Upgradation of Interview Skills for the students studying under Tumkur University – Regarding.

***

We Infini Solutions working for the for the welfare of the students who are pursuing under graduation and post-graduation. We are committed to deliver quality services to the optimum satisfaction of students for their educational & training requirements with the effective implementation and continual improvement of deployed Quality Management System.

Proposed Project

The proposed project shall be executed for the students who are pursuing under graduation and post graduation in colleges under Tumkur University. We will act as a catalyst in capacity building measures for youth by imparting quality training in Campus Recruitment Trainings such as Communication Skills & Interview Cracking Skills, Aptitude and Reasoning, Generative AI and Digital Marketing Skills which helps the students to get possible employment and advanced learning opportunities. The project shall be a replicable and innovative model providing quality training to students pursuing graduation.

In response to the growing demand for skilled professionals in the industry, we propose a comprehensive course structure for final year students. This proposal includes three courses: Aptitude & Reasoning, Communication Skills & Interview Cracking Skills, and Python and Generative AI. Additionally, we can incorporate market-demand courses to equip students with the latest industry trends and skills.

Goal

To enhance access to better livelihood opportunities to the students after completion of their graduation enable them to pursue a productive and stable future.

Objectives

- To sensitize the students on the benefits Campus Recruitment Training (CRT).
- To enhance articulation skills through this skills training
- To facilitate employment as well as advanced learning opportunities to the students.

Target beneficiaries

The beneficiaries are the students who are pursuing graduation in colleges which are affiliated to Tumkur University.

Project Implementation Team

Project Manager- A Project Manager (preferably a Masters in social work) shall be hired who shall head the project and shall be responsible for overall project management, implementation and monitoring for the Program.

Trainers- Well qualified trainers for each course with relevant experience.

Training Session

- ➤ **Course duration-** The each training session shall be for 15 Hours.
- ➤ **Timings-**The training sessions shall be for a duration of 1 hour/day or 2 hours/week.

Outcome

- Improvement in social and interpersonal as well as interview facing skills of the students.
- Enhanced employability level of all the students.

Curriculum

The detailed curriculum is mentioned in the Annexures 2 to 6 as attached.

Budget

The detailed budget is proposed in Annexure-1.

Annexure -1

Sno	Name of the Course	Duration in Hrs	Cost Per Student
01	Aptitude & Reasoning	15 Hrs	Rs.1650 + Taxes
02	Communication Skills & Interview Cracking Skills	15 Hrs	Rs.1650 + Taxes
03	Python and Generative AI	15 Hrs	Rs.1650 + Taxes
04	Web, Graphic, UI/UX, WordPress & E-Commerce Design Curriculum	15 Hrs	Rs.1650 + Taxes
05	Digital Marketting	15 Hrs	Rs.1650 + Taxes

◈ Legal Aspects of Influencer Deals

Understand contracts, deliverables, copyright, and FTC endorsement guidelines.

Module 6: Growth & Performance Marketing [total hrs – 2]

◈ A/B Testing at Scale

Use tools like Google Optimize, VWO, and Optimizely to run experiments and drive growth.

◈ CLTV Modeling

Model customer lifetime value using cohort analysis and predictive metrics.

◈ LTV vs CAC

Use data science to understand unit economics and marketing ROI.

◈ Referral Engine Setup

Design referral programs using tools like ReferralCandy and Ambassador. Total hrs

◈ Retargeting Strategy Design

Use Meta Pixel and Facebook Conversion API to design smart retargeting funnels

Module 7: Digital Branding & Personal Authority [total hrs – 2]

◈ LinkedIn Authority Building

Grow your personal brand and establish thought leadership using LinkedIn content strategy.

◈ Founder vs Business Branding

Differentiate between personal and company branding with examples and frameworks.

◈ Podcast Marketing Strategy

Learn how to launch, grow, and monetize a podcast using platforms like Spotify and Anchor.

◈ Press & PR Tools

Discover platforms like HARO, Muck Rack, and Brand24 to earn press and monitor brand mentions

Module 8: Marketing Operations & Martech [total hrs – 2]

◈ CRM Marketing Automation

Master CRMs like HubSpot, Zoho, and Salesforce for campaign management.

◈ Slack + Asana Workflows

Use Slack, Asana, Trello for marketing collaboration and sprint planning.

◈ Martech Stack Planning

Build an integrated marketing tech stack with email, CRM, CMS, data, and ads.

Annexure -2

Course 1: Aptitude & Reasoning (15 hours)

Quantitative Aptitude - 5 hours

1. Number Systems - 1 hour
2. Time and Work, Time and Distance - 1 hour
3. Percentages, Profit and Loss - 1 hour
4. Averages, Ratios, and Proportions - 1 hour
5. Data Interpretation - 1 hour

Logical Reasoning - 5 hours

1. Syllogisms, Statement and Conclusion - 1 hour
2. Blood Relations, Family Trees - 1 hour
3. Direction Sense, Coding-Decoding - 1 hour
4. Puzzles, Seating Arrangements - 1 hour
5. Data Sufficiency - 1 hour

Verbal Ability - 3 hours

1. Vocabulary Building - 1 hour
2. Grammar and Sentence Correction - 1 hour
3. Reading Comprehension - 1 hour

Practice Session - 2 hours

1. Mock Tests and Practice Problems - 2 hours

Annexure -3

Course 2: Communication Skills & Interview Cracking Skills (15 hours)

Communication Fundamentals - 3 hours

Verbal and Non-Verbal Communication - 1 hour
   1. Barriers to Effective Communication - 1 hour
   2. Active Listening and Feedback - 1 hour

Interview Preparation - 6 hours

   1. Resume Building and Cover Letters - 1 hour
   2. Common Interview Questions - 2 hours
   3. Group Discussions and Personal Interviews - 2 hours
   4. Handling Stress and Behavioral Questions - 1 hour Soft

Skills Development - 4 hours

   1. Teamwork and Leadership - 1 hour
   2. Time Management and Adaptability - 1 hour
   3. Conflict Resolution and Negotiation - 1 hour
   4. Professional Etiquette - 1 hour Mock

Interviews - 2 hours

   1. One-on-One Mock Interviews - 2 hours

<center>**Annexure -4**</center>

Course 3: Python and Generative AI (15 hours)

Python Programming - 6 hours

1. Introduction to Python and Basics - 1 hour
2. Data Structures and File Handling - 2 hours
3. Object-Oriented Programming - 1 hour
4. Modules and Packages - 1 hour
5. Practice Session - 1 hour Generative

AI Fundamentals - 4 hours

1. Introduction to Generative AI - 1 hour
2. Deep Learning Basics - 1 hour
3. Generative Adversarial Networks (GANs) - 1 hour
4. Applications of Generative AI - 1 hour

Python for Generative AI - 3 hours

1. Implementing GANs in Python - 1 hour
2. Text Generation using Python - 1 hour
3. Image Generation using Python - 1 hour Project

Session - 2 hours

1. Guided Project on Generative AI - 2 hours

Annexure -5

Course 4: Web, Graphic, UI/UX, WordPress & E-Commerce Design Curriculum (15 Hrs)

Module 1: Foundations of Web Design - [total hrs – 4]. Topics Explained:
• HTML5: Structure and semantic tagging for SEO and accessibility.
• CSS3: Flexbox, Grid, animations, media queries.
• UI/UX Principles: Typography, hierarchy, alignment, spacing, accessibility.
• Design Tools: Figma, Adobe XD, Canva.
• Responsive Design: Mobile-first approach using media queries and flexible layouts. Module 2: JavaScript

for Designers & Developers **[total hrs – 4.]**

Core JavaScript: Loops, conditions, arrays, functions.

• DOM Manipulation: Interactive elements, user events, modals.
• jQuery & GSAP: Rapid scripting and animation.
• APIs & JSON: Integrate third-party content/data.
• React Basics (Optional): Component-based front-end development

Module 3: WordPress Development – Beginner to Advanced [total hrs – 4]

WordPress Architecture: Themes, plugins, custom post types.
• Elementor + Gutenberg: Drag-and-drop building with responsiveness.
• WooCommerce: Add to cart, checkout, shipping, payment integrations.
• Security & SEO: RankMath, Yoast, backups, SSL, cache, firewall.
• Multi-language Setup: WPML, Polylang for regional audiences Module 4:

Shopify E-Commerce Development **[total hrs – 2]**

Shopify Essentials: Store setup, themes, navigation, cart setup.
• Product Management: Variants, categories, inventory tracking.
• Shopify App Integration: SEO apps, email marketing, analytics.
• Shopify Payments & Checkout: Setup for India/international.
• Theme Customization: Using Liquid and Shopify CLI (intro).
• Dropshipping: Tools like Oberlo, Printify, AliExpress plugins. Module 5:

Advanced UI/UX Design & Prototyping **[total hrs – 2]**

User Journey Mapping & Personas
• Wireframing: Figma, Balsamiq for low-fidelity designs.
• Prototyping: Figma interactive flows.
• Heuristic Evaluation & Usability Testing
• Design Systems & UI Kits: Creating scalable UI frameworks

Module 6: AI + Generative Tools for Web & Commerce [total hrs – 2]

AI Content Tools: ChatGPT, Gemini for copy, SEO, product descriptions.
- AI Design Tools: MidJourney, DALL·E, Adobe Firefly for graphics.
- No-Code AI Platforms: Framer AI, Webflow AI for auto-page creation.
- GitHub Copilot: Code generation and debugging assistance.
- Prompt Engineering: How to write effective prompts for various tools.

Annexure -6

Course 5: Digital Marketting (15 Hrs)

Module 1. AI and Automation in Digital Marketing. [total hrs – 3]

◈ Learn how to create effective prompts to generate high-quality marketing copy, strategies, and reports using tools like ChatGPT,

Claude, and Gemini.

◈ AI-Powered Content Generation

Explore content tools like Jasper, Copy.ai, and Writesonic to rapidly create blog posts, ad copies, social captions, and email scripts.

◈ Email Automation with AI

Master AI-powered tools like Mailchimp, HubSpot, and Moosend to build smart workflows for nurturing leads and improving open/click rates.

◈ Predictive Analytics for Ad Campaigns

Use AI and machine learning algorithms to forecast campaign results, optimize ad spends, and improve targeting.

◈ AI Chatbots & Conversational UX

Build and deploy AI chatbots using platforms like Drift and Intercom for 24/7 customer support and lead qualification.

Module 2: Advanced SEO & Content Marketing [total hrs – 3]

◈ Semantic SEO & Topic Clusters

Understand how search engines interpret meaning; build topic clusters to improve topical authority.

◈ Voice Search Optimization

Optimize content for Google Assistant, Siri, and Alexa by using conversational keywords and structured data.

◈ Programmatic SEO

Learn to scale SEO using automated templates and dynamic content for large-scale websites.

◈ Video SEO

Implement optimization tactics for YouTube, Shorts, and Instagram Reels to increase visibility and engagement.

◈ AI Writing Ethics & Content Authenticity

Discuss challenges and solutions for maintaining transparency and originality in AI-generated content.

Module 3: Marketing Analytics & Data Visualization [total hrs – 3]

◈ Google Looker Studio
Create custom dashboards to visualize website, campaign, and sales performance.

◈ Conversion Rate Optimization (CRO)

Use A/B testing, behavioral analytics, and UX strategies to convert more visitors into leads.

◈ Funnel Analysis with GA4 & Hotjar
Track how users move through the website, identify drop-off points, and optimize performance.

◈ Attribution Modeling

Learn first-touch, last-touch, linear, and data-driven attribution models to evaluate marketing effectiveness.

Module 4: E-Commerce & Marketplace Marketing [total hrs – 2]

◈ Selling on Marketplaces
Master selling on Amazon, Flipkart, Meesho with product listing optimization and ratings strategies.

◈ Shopify SEO and Conversion
Customize Shopify themes and apps for better ranking and conversion performance.

◈ Product Feed Optimization
Optimize feeds for Google Merchant Center to improve Google Shopping and performance ads.

◈ Cart Recovery Strategies
Use automation, remarketing, and urgency tactics to recover abandoned carts.

◈ E-commerce Email Funnels
Design segmented email flows for welcome, abandon cart, win-back, and post-purchase sequences

Module 5: Social Commerce & Influencer Marketing [total hrs – 2]

◈ WhatsApp Marketing
Build catalogs, broadcast messages, and integrate bots using WhatsApp Business API.

◈ Instagram Shop Setup
Create a product catalog, tag products in posts, and connect to Facebook Business Suite.

◈ Creator Monetization Models
Learn how influencers earn through brand deals, affiliate links, subscriptions, and product sales.

◈ Nano & Micro Influencer Targeting
Discover how brands use small creators for hyperlocal and niche audience engagement.