



MKCL
Creating a Knowledge Lit World
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DEEP COURSES

Proposal | Course Details | Implementation Plan



Digital
Employability
Enhancement
Program

deep.mkcl.org

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Executive Summary

Maharashtra Knowledge Corporation Limited (MKCL), a public limited company promoted by the Government of Maharashtra, proposes a partnership opportunity for educational and training institutions to become an Authorized Learning Center (ALC) under its Digital Employability Enhancement Program (DEEP). DEEP offers a series of certificate and diploma courses that help students transition from education to employment. With 80+ courses across 12 career sectors, immersive eLearning, and global-standard certifications, institutes can offer high-demand digital skills to students while generating revenue. This proposal outlines the benefits, course structure, support provided by MKCL, and the process for becoming an ALC

Incorporation of MKCL:

Maharashtra Knowledge Corporation Limited (MKCL) is a Public Limited Company promoted by the Department of Higher and Technical Education, Government of Maharashtra. It was incorporated on August 20, 2001, under the Companies Act, 1956. The governmental coordination of the affairs of MKCL is looked after by the Directorate of Information Technology, General Administration Department (GAD) of Government of Maharashtra.

Its main mission is to create new paradigms in Education, Development, Governance and Empowerment (EDGE) for masses by bridging the Digital Divide. It strives to achieve this mission objective in a business format by universalizing and integrating variety of applications of Information Technology in the lives of common people.

MKCL's Equity Profile:

The Government of Maharashtra and ten public Universities in the State of Maharashtra are among the initial equity holders of MKCL. The Board of Directors normally consists of three nominees of the Government of Maharashtra, two Vice-Chancellors from among the shareholding Universities, six eminent experts from various sectors of knowledge as the independent directors and the Managing Director.

MKCL's Transformative Agenda:

Keeping in view the rapid emergence of knowledge-based society and knowledge-led economy on the global scale and recognizing that actionable knowledge is increasingly becoming synonymous to wealth and welfare, MKCL is dedicated to the cause of bridging the Knowledge Divide and resultant Development Opportunity Divide faced by the common people in general and youth and school students in particular.

MKCL's agenda is, therefore, focused on creating knowledge-based and value-based paradigm of Transformations in Education, Development, Governance, and Empowerment (Transformative EDGE) of common people leading to creation of individual and social wealth and ensuring individual and social welfare.

As most of the new actionable knowledge is being digitally born (often through digital collaborations), digitally stored, digitally presented, digitally communicated and distributed, digitally accessed, digitally archived and managed, and in many cases even applied digitally for socio-economic progress, it becomes absolutely essential to pursue the transformative agenda

of bridging the Knowledge Divide and resultant Development Opportunity Divide by first helping the common people in bridging the Digital Divide effectively.

MKCL's Unique Identity

The major challenge before MKCL in pursuing this agenda of bridging these new divides is to offer appropriate solutions and services for accessing education, governance and empowerment opportunities appropriate to emerging knowledge era by a large and diverse population with a world-class quality, at a very affordable cost, with a widest accessibility from metros to rural, tribal and hilly areas and in a just-in-time manner with a deeper personalized service experience on a mass- scale.

In other words, these six simultaneous challenges or mission objectives of MKCL for transformation in the fields of digital literacy, education, governance and empowerment may be summarized as **Bigger, Better, Cheaper, Faster, Wider and Deeper!**

MKCL strategically developed two solvers for effectively responding to these six simultaneous challenges viz. **Be Smarter and Be Wiser** i.e. make **imaginative, pervasive use of appropriate information technology** and forge partnerships so as to avoid wasteful reinvention of essentials and for **optimization of resources through networking**.

In order to address all these six challenges simultaneously, MKCL right from its inception has recognized the transformative role of Information Technology as an equalizer, economizer, mass-scale enabler, accelerator, quality enhancer and mass-personalizer. MKCL, therefore, has been continuously designing, developing and successfully deploying very imaginative, pervasive and appropriate applications of Information Technology in universalization of digital literacy, as well as in transforming education, governance and empowerment processes in particular and socio-economic transformative processes in general. As a result, MKCL has attained a unique identity as an organization capable of universalization and integration of Information Technology in all walks of life.

MKCL designs, develops and deploys state-of-the-art eLearning, eGovernance and eEmpowerment models, frameworks, technologies, products, solutions and services at affordable costs for the common people. All the **MKCL models, frameworks, technologies, products, solutions and services** are comparable to the best options in global context in terms of architecture, price to performance, outreach and customer satisfaction.

With its range of products and services in the field of eLearning, eGovernance and eEmpowerment, MKCL has emerged as a **Knowledge Partner / Fast-track IT Enabler / IT Integration Partner / Business Process Reengineering Partner** of the educational institutions ranging from schools to universities and skill development missions as well as of the government, semi-government and community organizations.

MKCL's Roles in offering DEEP Courses:

- Knowledge and Strategy Partner
- Overall Program Implementation Service Provider
- State-wide ALC Network Provider
- Overall Program Management Software Service Provider
- eLearning + eAssessment Management System (LMS) Provider

- eLearning + eAssessment Content Provider
- Software Service Provider for Employment / Self-Employment Assistance and Tracking

About DEEP Program

DEEP stands for Digital employability Enhancement Program. DEEP series of courses serve as a bridge from college to careers. MKCL, under its DEEP brand, offers employability skills development modules as DEEP Certificate Courses.

The focus of DEEP Courses is on knowledge-based skills for career development in diverse areas of the services sector. There are 80 DEEP Courses available under 12 sectors and those are Accounting, Back Office, Career Readiness, Designing, Digital Arts, Digital Freelancing, Hardware & Networking, Management, New Collar Jobs, and Programming.

DEEP Courses

MKCL has been offering series of digital career-oriented courses across India through its wide network of 5000 Authorized Learning Centers. Over the last two decades lakhs of learners from urban as well as rural and tribal areas have benefited from them for entry into a variety of local and global careers in knowledge-based economy.

These courses are designed to respond to emerging and fast-changing digital technologies, local and global markets, job-roles, and international certification standards that are being deeply influenced by penetration of Artificial Intelligence.

These courses attempt to enhance employability of the youth by imbibing within them the job-readiness, entrepreneurship-readiness, desired professional and social behavior, self-confidence, and growth mindset among the youth. These courses, thus, help the youth effectively enter into the 21st century local or global workspace either as interns or employees or entrepreneurs. As a result, these courses also form a bridge from college to careers for the youth engaged in higher education.

MKCL is offering these courses consisting of varied durations up to 120 hours. These courses are offered with engaging eLearning and eAssessment environment, content, process as well as variety of learning experiences in virtual workplaces, under MKCL's Digital Employability Enhancement Program - 'DEEP'.

DEEP Courses can be learned in stand-alone mode in eLearning centers, or they can also be included in Grade XI and XII curriculum, as well as in the curricula of various Under-Graduate and Post-Graduate Certificate, Diploma, and Degree Programs of the Universities based on their suitability in those programs and in the overall interest of their students.

Course List

Sr. No.	Track Name	Name of the DEEP Certificate Course
1.	Accounting Careers	DEEP Certificate in Tally Prime with GST
2.		DEEP Certificate in Advanced Tally Pro
3.		DEEP Certificate in Advanced Excel
4.	Back Office Careers	DEEP Certificate in Data Entry and Data Management
5.		DEEP Certificate in Office Assistance

Sr. No.	Track Name	Name of the DEEP Certificate Course
6.		DEEP Certificate in Google Workspace Expert
7.	Designing Careers	DEEP Certificate in Photo Editing
8.		DEEP Certificate in Content Illustration
9.		DEEP Certificate in Video Editing
10.		DEEP Certificate in Graphic Designing
11.		DEEP Certificate in Desk Top Publishing (Adobe)
12.		DEEP Certificate in Desk Top Publishing (CorelDraw)
13.		DEEP Certificate in Desk Top Publishing (Adobe and CorelDRAW)
14.		DEEP Certificate in Web Designing
15.	Digital Art Careers	DEEP Certificate in 3D Modeling
16.		DEEP Certificate in 3D Texturing and Lighting
17.		DEEP Certificate in AutoCAD
18.		DEEP Certificate in IT for Art Teachers
19.		DEEP Certificate in Revit
20.	Digital Freelancing	DEEP Certificate in Digital Freelancing
21.	Front Office Careers	DEEP Certificate in English Language Skills & Communication Skills
22.		DEEP Certificate in Soft Skills
23.		DEEP Certificate in Information Technology (IT)
24.		DEEP Certificate in Smart Teacher
25.	IT Hardware and Networking Careers	DEEP Certificate in IT Hardware Support
26.		DEEP Certificate in IT Network Support
27.		DEEP Certificate in IT Desktop Support
28.		DEEP Certificate in IT Security Support
29.		DEEP Certificate in Cyber Security
30.		DEEP Certificate in IT Hardware & Networking
31.		DEEP Certificate in IT Security Support & Cyber Security
32.	Management	DEEP Certificate in Retail Management
33.		DEEP Certificate in Banking Financial Services Insurance (BFSI)
34.		DEEP Certificate in Management Basics
35.		DEEP Certificate in Digital Media Marketing
36.		DEEP Certificate in Social Media Marketing
37.		DEEP Certificate in Customer Focus
38.		DEEP Certificate in Service Designing and Operations
39.		DEEP Certificate in Managing Service Operations
40.		DEEP Certificate in Service Entrepreneurship
41.		DEEP Certificate in Service Quality
42.	New Collar Jobs	DEEP Certificate in SCRATCH Programming
43.		DEEP Certificate in Internet of Things (IoT)
44.		DEEP Certificate in Robotics
45.		DEEP Certificate in SCRATCH Programming and Internet of Things (IoT)
46.	Programming Careers	DEEP Certificate in C Programming
47.		DEEP Certificate in C++ Programming
48.		DEEP Certificate in C and C++ Programming
49.		DEEP Certificate in Mobile App Development
50.		DEEP Certificate in Python Basics

Sr. No.	Track Name	Name of the DEEP Certificate Course
51.		DEEP Certificate in Advanced Python
52.		DEEP Certificate in Data Structures using C - C++
53.		DEEP Certificate in Java Basics
54.		DEEP Certificate in Advanced Java
55.		DEEP Certificate in Java
56.		DEEP Certificate in C#
57.		DEEP Certificate in Database Management Systems (DBMS)
58.		DEEP Certificate in HTML with CSS
59.		DEEP Certificate in PHP
60.		DEEP Certificate in Software Development and Deployment Tools
61.		DEEP Certificate in Front End Development
62.		DEEP Certificate in Server API Development
63.		DEEP Certificate in ML and AI Basics
64.		DEEP Certificate in Advanced ML and AI

All course details are available at <https://deep.mkcl.org/> Kindly visit website for more details.

DEEP Courses - Fee and Sharing Pattern:

No. of Notional Hours of Learning	Certification/ Diploma	Fees Payable by the Student to the Institute Rs. Per Student Per DEEP Course	Fee Share of the Institute as the DEEP ALC Rs Per Student Per DEEP Course	Fee Share of MKCL Rs. Per Student Per DEEP Course
30 Hours	Certificate	1125/-	925/-	200/-
60 Hours	Certificate	2250/-	1850/-	400/-
90 Hours	Certificate	3375/-	2775/-	600/-
120 Hours	Certificate	4500/-	3700/-	800/-
360 Hours	DCA (Diploma in Computer Application)	12375/-	10175/-	2200/-
480 Hours	ADCA (Advanced Diploma in Computer Application)	15750/-	12950/-	2800/-

Why Become a DEEP Authorized Learning Center (ALC)?

- Attract students with career-focused digital courses
- Create a new revenue stream for your institute
- Access ready-to-use, industry-aligned content and certification
- Receive continuous support in marketing, academics, and technology
- Enhance your institute's reputation with AI Powered programs

Unique features of the courses:

- Immersive Personalised eLearning Experience
- Self-Learning and Self-Paced Learning
- Learning Methodology: Inform to Perform & Perform to Transform
- Learning Global Best Practices
- AI-Powered Adaptive Learning with Rigorous Practice
- Exposure to Simulations of Real-life Situations in Industry
- Continuous Comprehensive Automated eAssessment
- Automated Assessment of Long and Challenging Assignments encountered in Entry Level Jobs-Roles
- On-Demand Personalized Final Online Examination
- MKCL Certification
- Parity with International Certification

Academic Methodology

The Academic Approach of the courses focuses on the “**work centric**” education i.e. begin with work (*and not from a book !*), derive knowledge from work and apply that knowledge to make the work more wholesome, useful and delightful.

The ultimate objective is to empower the Learner to engage in **socially useful and productive work**. It aims at leading the learner to his/her rewarding career as well as development of the society.

Learning methodology:

- Learners are given an **overview** of the course and its connection to life and work.
- Learners are then exposed to the specific tool(s) used in the course through the various **real-life applications** of the tool(s).
- Learners are then acquainted with the **careers** and the hierarchy of **roles** they can perform at workplaces after attaining increasing levels of mastery over the tool(s).
- Learners are then acquainted with the **architecture** of the tool or **Tool Map** so as to appreciate various parts of the tool, their functions and their inter-relations.
- Learners are then exposed to **simple application development methodology** by using the tool at the beginner's level.
- Learners then perform the **differential skills** related to the use of the tool to improve the given ready-made outputs.

- Learners are then engaged in **appreciation** of real-life case studies developed by the experts.
- Learners are then encouraged to proceed from **appreciation to imitation** of the experts.
- After imitation experience, they are required to improve the expert's outputs so that they proceed from mere **imitation to emulation**.

Finally, they develop the **integral skills** involving optimal methods and best practices to produce useful outputs right from scratch, publish them in their **ePortfolio** and thereby proceed from **emulation to self-expression**. **From self-expression to self-confidence and from self-confidence to self-esteem!**

Delivery Modes

Learning Management System (LMS)

ERA eLearning Revolution for All is the framework developed with a view to offer high quality education uniformly to the learners. The framework has been developed to offer high quality, self-paced, personalized learning experience to all the learners.

MKCL offers eLearning framework with rich voice over in English and Hindi containing both inform and perform type of content. A state-of-the-art delivery mechanism through ERA includes Learning and Content Management System support to the learners in a personalized manner, Learning Facilitator's resource material, academic support to the Learning Facilitators, day wise monitoring of sequential curriculum schedule, hands-on assignment planning and question banks leading to intermediate formative skill tests. We also offer Continuous Comprehensive Assessment through unique method of Take-A-Challenge activities.

MKCL's ERA focus on content and learning by doing approach rather than providing books for Skills. Highly illustrative content for all skills is available in ERA for Learners.

Many case studies are provided in the eContent to make them aware about the differential skills in the integral manner. Various socially useful outputs will make them aware of the use of IT in real life. This is based on our principles of instructional design – Principle of self-learning, principle of learning by doing and principle of contextual learning. At each step, we have provided interactive and practice sessions where in interactive we guide them and in practical, we give them hint if required but finally we guide them to the result. This is also in line with principle on brain research that we should not try to give them answer but give them hint. Also, we never say fail but we try to encourage them in our eContent at every point. The simulations are of high quality and animations are published through our quality check system. The security of the system is strong, and the data is encrypted. We also have strong security for our servers and time to time; we take the backup of the system.

Learning Experiences in ERA

- Personalized Login
- Access to rich multimedia eContent, wherein a learner experiences the step-by-step creation of hundreds of output using headphone

- Do It Yourself, the facility wherein the learner records the step-by-step creation of outputs in his/her own voice
- Sequential learning path

DEEP Courses – Learning Mode

The objectives and outcomes, syllabus, learning and assessment *content, environment, and process*, and evaluation *content, environment, and process* of DEEP Courses are designed and developed and regularly updated to empower students with relevant actionable knowledge, skills, attitudes and values for responding to the emerging challenges and opportunities confidently.

Both the inform type of content and perform type of content are offered in a Computer Lab- Based eLearning Mode through a Learning Management System (LMS), which is Quasi-Online eLearning, eAssessment and eEvaluation Management System.

DEEP Courses – Learning Content and Methodology:

The students learn these courses in a self-learning and self-paced learning mode in the Lab. They learn by individually accessing interactive eLearning content with a dedicated computer and personal headphone for 60 or 120 minutes a day by logging in to LMS. As a result, in a lab of 10 computers, 10 students may learn 10 distinctly different DEEP Courses simultaneously.

The eLearning experience in all **DEEP** Courses is intellectually exciting, academically engaging and professionally rewarding. The eLearning content contains sequentially accessible videos, animations, simulations, various real-life case studies from workplaces, learning activities and interactivities, continuous-comprehensive assessments in the form of formative and summative tests, quizzes, assignments, do-it-yourself exercises, mini-projects, etc. The pedagogy of **DEEP** Courses is “*inform-to-perform and perform-to-transform*”.

Evaluation Pattern of DEEP Courses

Mode of learning:

The Mode of Learning is eLearning mode.

ERA ("eLearning Revolution for All"):

- ERA "eLearning Revolution for All" is the framework developed with a view to offer high quality education uniformly to the learners. The framework has been developed to offer high quality, self-paced, personalized learning experience to all learners.
- MKCL offers eLearning framework with rich voice over in English containing both inform and perform types of content. A state-of-the-art delivery mechanism through MKCL's ERA includes Learning and Content Management System support to learners in a personalized manner, Learning facilitator's resource material, academic support to learning facilitators, day wise monitoring of curriculum schedule, hands on assignment planning and question banks leading to intermediate formative skill tests. We also offer Continuous comprehensive assessment.

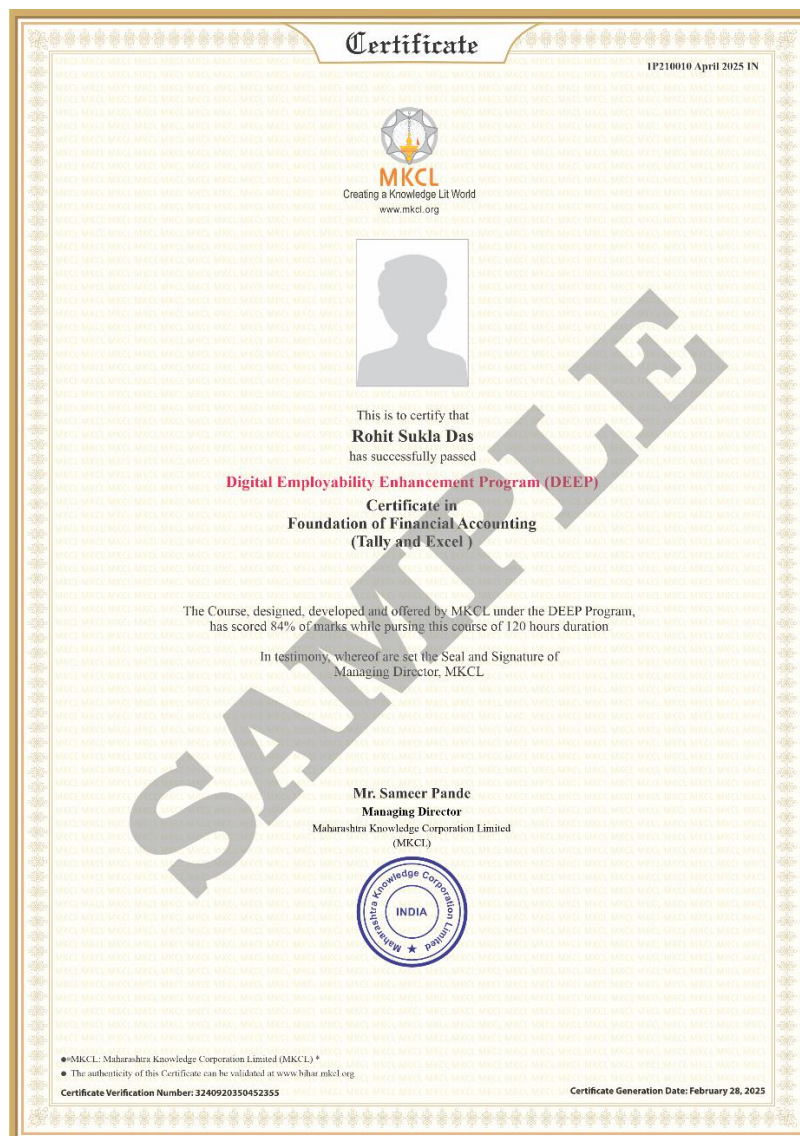
Course Commencement:

One batch in each calendar month (January to December)

Evaluation Pattern (Total 100 Marks)

- A. **Section 1** (auto-marking):**25 marks**: Learning
Studying the sequential interactive eLearning content in ERA
- B. **Section 2** (auto-marking):**25 marks**: Differential Skills Attainment
Solving a requisite number of Take a Challenge and Take a Bigger Challenge exercises
- C. **Section 3** (auto-marking): **50 marks**: Integral Skills Attainment
Final Online Examination
Passing Criterion: Separate passing in Section 1 and 2 scoring at least 40% marks i.e. 10 marks out of 25 in each Section
- D. **Section 4** (to be evaluated by MKCL's Expert Evaluation Team):
Developing Socially Useful Productive Work (SUPW) Outputs and uploading them in the ePortfolio in the sequential learning process
(Learner will get MKCL's Expert Certificate after completion of these 4 sections)

DEEP Course Certificate (Sample)



DEEP Diploma (DCA)

- Learner will be eligible for DEEP Diploma if s/he completes the 3 Courses (120 hrs of each) in time span of 1 Years.
- The period of 1 years will be calculated from Date of Issuance of ERA Login of 1st Course till the date of Final Exam Attempt of 3rd Course.
- Learner can complete DEEP Diploma with combination of any 3 DEEP Courses
- Learner can take admission for all the 3 DEEP courses at a time or one after another as per his/her convenience.
- Learner can do these courses one after another or simultaneously in MKCL's Authorized Learning Center (ALC).
- Learner has to successfully complete 3 Courses (120 hrs of each) to become eligible for DEEP Diploma within schedule.
- MKCL will provide the DEEP Diploma Certificate to eligible Learner.
- Learner will also get the individual Course Certificates along with DEEP Diploma Certificate.

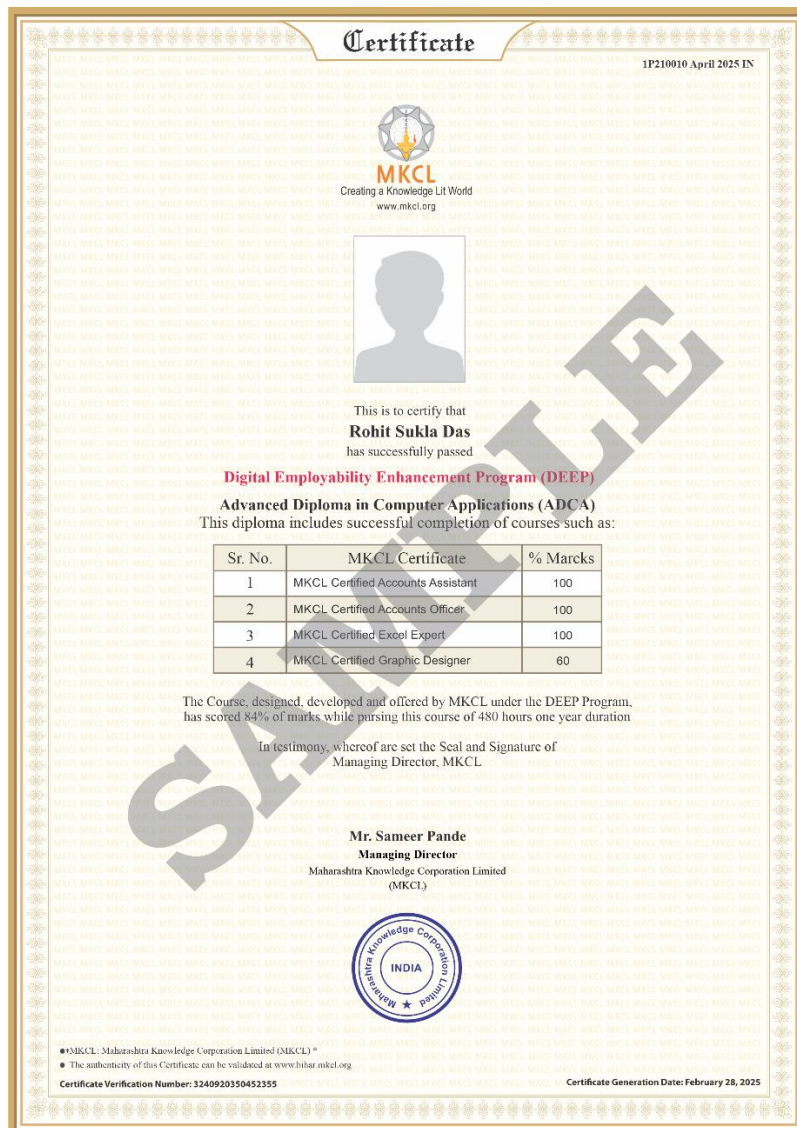
DEEP Diploma (DCA) Certificate (Sample)



DEEP Advanced Diploma (ADCA)

- Learner will be eligible for DEEP advanced Diploma if s/he completes the 4 Courses (120 hrs of each) in time span of 1 Years.
- The period of 1 years will be calculated from Date of Issuance of ERA Login of 1st Course till the date of Final Exam Attempt of 4th Course.
- Learner can complete DEEP advanced Diploma with combination of any 4 DEEP Courses
- Learner can take admission for all the 4 DEEP courses at a time or one after another as per his/her convenience.
- Learner can do these courses one after another or simultaneously in MKCL's Authorized Learning Center (ALC).
- Learner has to successfully complete 4 Courses (120 hrs of each) to become eligible for DEEP advanced Diploma within schedule.
- MKCL will provide the DEEP advanced Diploma Certificate to eligible Learner.
- Learner will also get the individual Course Certificates along with DEEP advanced Diploma Certificate.

DEEP Advanced Diploma (ADCA) Certificate (Sample)



*Join the DEEP Network and shape the digital future of your students.
Register your institute today to become an Authorized Learning Center*

Register Now: [DEEP Centre Registration](#)



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