



Estd. under MSU Act, 2021

Promoted by Medhavi Foundation

Branding & Marketing Parameters & Guidelines



Guidelines Coverage for ISP Branding – Collaborative & Independent

Purpose of this document:

To provide a comprehensive overview of **Medhavi Skills University's (MSU)** background, journey so far, key memberships, and recognitions—enabling ISPs to align more effectively and accurately with future promotional activities.

This document outlines the branding and marketing guidelines applicable to all **Industry Skilling Partners (ISPs)** of **Medhavi Skills University (MSU)**.

It serves as a reference for both collaborative and independent marketing activities.

This document also features real examples of promotional materials (Do's and Don't Do's)—to provide clear guidance and help ensure alignment in future marketing efforts.

MEDHAVI SKILLS UNIVERSITY:

BACKGROUND & JOURNEY SO FAR

Medhavi Skills University (MSU) was established under the *Sikkim Act of 2021* and is recognized by the *University Grants Commission (UGC)* under Section 2(f) of the UGC Act, 1956. Officially acknowledged by UGC in March 2022, MSU holds the distinction of being India's pioneering skills-focused university that is fully aligned with the **National Education Policy (NEP) 2020**. It is approved by the **National Council for Vocational Education and Training (NCVET)** and operates as an authorized awarding body.

MSU is redefining higher education by seamlessly integrating **industry-aligned vocational training with academic excellence**, in accordance with the **National Credit Framework (NCrF)**. The university is committed to delivering experiential learning and ensuring that every student graduates with real-world competencies and industry readiness from day one. The core mission is to nurture a **quality-centric, outcome-driven, and inclusive skill-integrated learning ecosystem**.

Promoted by the **Medhavi Foundation**, a Section 8 not-for-profit organization with over 12 years of experience in skilling, education, and livelihood development, MSU has directly impacted the lives of over **2.6 lakh beneficiaries** through various short-term and long-term programs. The Foundation's initiatives span across grassroots training to higher education tracks.

Medhavi Skills University (MSU) is led by a visionary group of alumni from the Indian **Institutes of Technology (IITs)** and other premier institutions, with a singular goal: to create convergence between the skilling ecosystem and mainstream higher education. The university aims to promote in-demand, skill-integrated academic programs that drive employability, entrepreneurship, and career progression for India's youth.

MEDHAVI SKILLS UNIVERSITY:

PHILOSOPHY, VISION & MISSION

OUR PHILOSOPHY

Our philosophy of youth development through Education lies in empowering the individual through Skills to explore the higher version of the self. Aligning passion and profession fosters creativity, dedication, and purpose, leading to a fulfilling career.

VISION

Our vision is to be the beacon of excellence in higher education, empowering youth with skill-integrated learning pathways that seamlessly bridge the gap between academia, employability, and entrepreneurship. We envision a future where every student is equipped with the knowledge, skills, and innovative mindset to forge dignified careers and lead fulfilling lives, thereby contributing meaningfully to society and the global economy.

MISSION

We aim to revolutionize higher education by seamlessly integrating in-demand skills with academic learning through industry-immersive apprenticeships and on-the-job training to make students industry-ready.

Our goal is to nurture learners with appropriate attitudes and ethics for a sustainable progress in career and life.

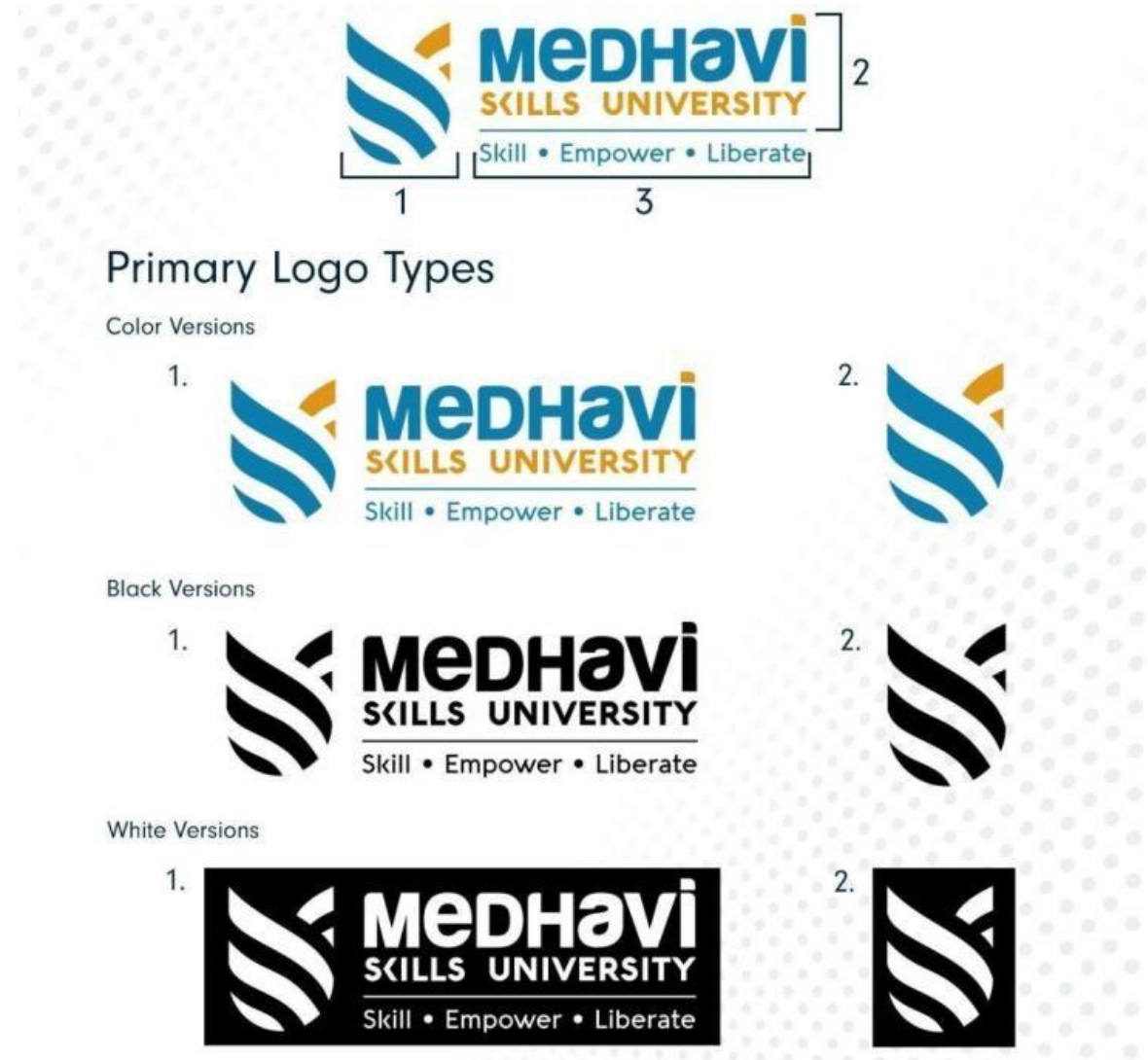
Our commitment extends beyond technical skills. We focus on cultivating the right attitudes and ethical values in our learners, fostering a holistic development that prepares them for sustainable career growth and a balanced, fulfilling life.

MEDHAVI SKILLS UNIVERSITY:

BRAND VISUAL IDENTITY

Our logo comprises three elements

- The Emblem of Medhavi - **Overlapping Wings of Skill**
- The Identity of Medhavi - **Medhavi Skills University**
- The Motto of Medhavi - **Skill, Empower and Liberate**



MEDHAVI SKILLS UNIVERSITY:

BRAND VISUAL IDENTITY

Clear Space:

- To ensure the prominence and legibility of the logo, always surround it with a field of clear space.
- Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.
- This area is measured using the height of the capital S in the logo, as shown.
- No other graphic elements, typography, rules, or images should appear inside this clear space.



Minimum Size

Minimum size refers to the smallest dimensions allowed for the Switcher logo. The minimum sizes for each configuration of the logo are listed below.



For print: 1" minimum
For web: 100 pixel minimum



For print: 0.25" minimum
For web: 30 pixel minimum

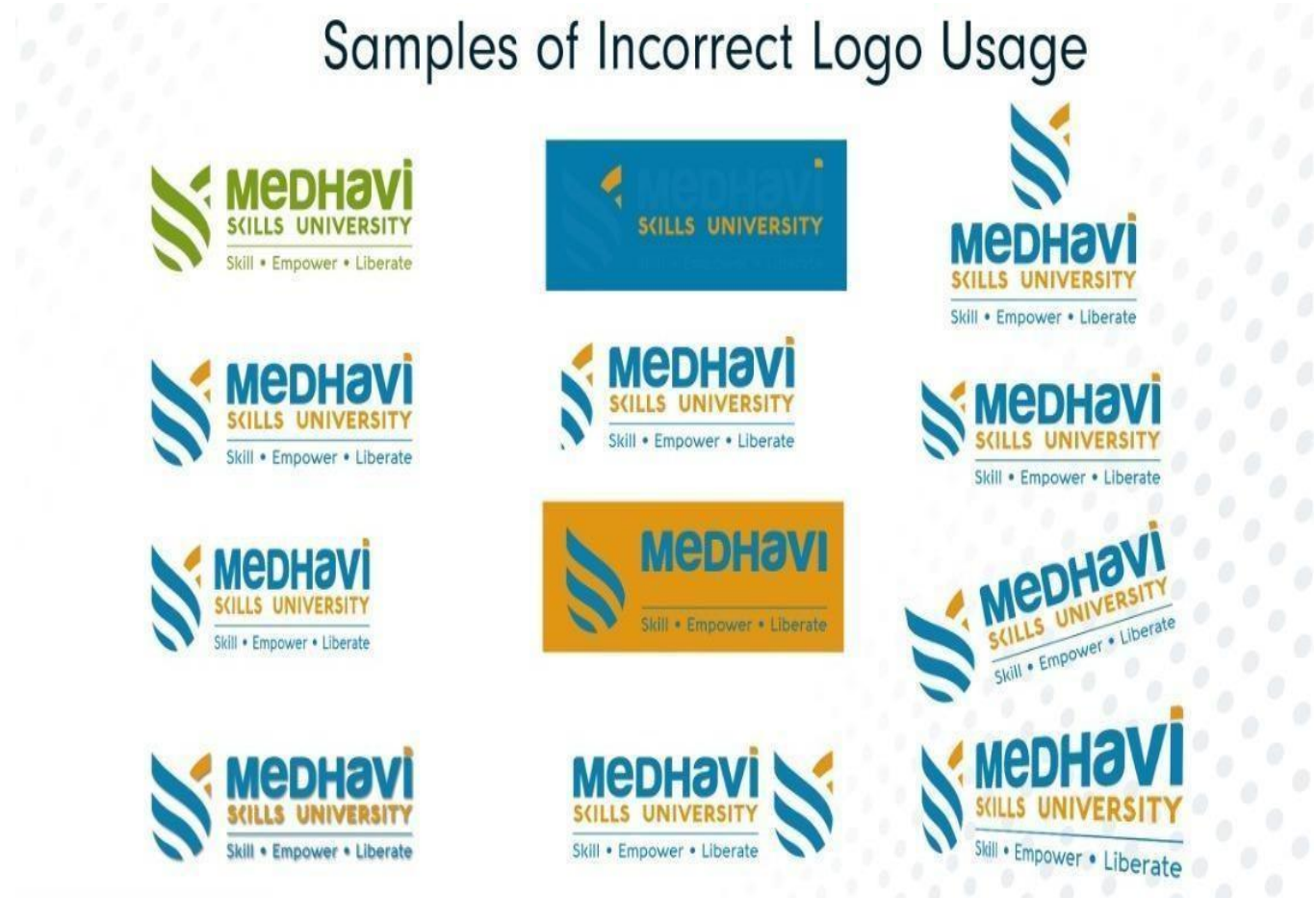
MEDHAVI SKILLS UNIVERSITY:

BRAND VISUAL IDENTITY

The logo should not be adjusted or edited in any way. Here are some examples of what not to do:

- Don't change the colours of the logo.
- Don't place elements in the logo's clear space.
- Don't condense, expand, or distort the logo disproportionately.
- Don't add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
- Don't adjust the placement of the logo icon.
- Don't place the logo on top of an image with poor contrast and readability.
- Don't resize any individual elements of the logo.
- Don't rotate or skew the logo.
- Don't crop the logo.

Samples of Incorrect Logo Usage



MEDHAVI SKILLS UNIVERSITY:

BRAND VISUAL IDENTITY

TYPOGRAPHY:

Consistent Use Of Typography Helps To Make The Brand Identity Strong And Cohesive Across All Applications
The Provided Image Demonstrate The Highlight Typeface, Primary And Secondary Typeface

Highlight Typeface

Consistent use of typography helps to make the brand identity strong and cohesive across all applications.

POPPINS – Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

BEBAS NEUE
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Primary Typeface

Neuzeit Grotesk W01- Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Poppins – Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Secondary Typeface

Lato - Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans - Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

BRAND COLOURS

MEDHAVI BLUE

HEX: 047aab
 RGB: 4,122,171
 CMYK: 87,45,15,1

MEDHAVI YELLOW

HEX: e09512
 RGB: 58,92,88
 CMYK: 11,45,100,1

MEDHAVI SKILLS UNIVERSITY RECOGNITIONS

Medhavi Skills University (MSU) is listed and recognized under Section 2(f) of the **University Grants Commission (UGC)** Act, 1956.

Medhavi Skills University (MSU) is recognized by the **NCVET** to award **National Skills Qualification Framework (NSQF)**- aligned qualifications/certifications. As an awarding body, MSU identifies and maps skill requirements to industry demands and youth aspirations, and develops higher-order **NSQF qualifications** to meet regional and industry manpower needs.

Medhavi Skills University (MSU) has signed an MoU with the **Directorate General of Training (DGT)** to offer **Flexi Industrial Training Institute (“ITI”)** courses with integrated OJT. Students will receive Craftsmen Training Scheme (CTS)/ITI certificates and gain work experience through industry-based practical training.

Medhavi Skills University (MSU) has entered into a collaboration with **NSDC** to leverage its vast network of training partners and their skill development centres across India to implement the skills component of the programmes run by MSU. MSU has been authorized to enrol candidates under skill-integrated courses in the **NSDC-recognized** centres across India. Further, MSU is empowered to tie-up with industries/NSDC approved training partners to execute the skills component of its programmes.

Medhavi Skills University (MSU) is an official member of the **Association of Indian Universities (AIU)**, connecting us with 937 universities, including 15 international institutions, for collaboration, knowledge exchange, and insights on higher education in India.

RECOGNITIONS AND APPROVALS

 ज्ञान-विज्ञान विमुक्तये University Grants Commission	 Ministry Of Skill Development and Entrepreneurship	 Directorate General of Training	 National Council for Vocational Education & Training	 Tripura Tribal Areas Autonomous District Council
 International Organization for Standardization	 National Skill Development Corporation	 National Apprenticeship Program Scheme	 National Apprenticeship Training Scheme	 Association of Indian Universities

LEADING THE FACE OF PROFESSIONAL HIGHER EDUCATION

1st University in India to offer (Fully) Learn & Earn Degree with industry	2nd University in India to partner with DGT for Work Integrated ITI	2nd University in India to become the Awarding Body of NCVET, MSDE	1st University in NEI to partner with NSDC International for overseas placement	1st University in NEI to implement NEP-2020 from AY-2022
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Positioning Communication

MEDHAVI SKILLS UNIVERSITY AND INDUSTRY SKILLING PARTNER COLLABORATION

The Partnership Positioning

The Industry Skilling Partner (ISP):

- **Facilitates the delivery of practical and skill training to the students through On the Job Training facilitation.**
- **Is responsible for bringing onboard industries who would provide OJT to the students.**
- **Resolves any doubts or questions that the prospective students may have with regard to the Industry Linked Courses offered by MSU including but not limited to the admission procedure, fees, facilities, academic curriculum, etc.**
- **Is responsible for practical component, OJT delivery coordination and student experience.**

MEDHAVI SKILLS UNIVERSITY AND INDUSTRY SKILLING PARTNER COLLABORATION

Student Counselling Pitch Sample:

Medhavi Skills University offers a [duration]-year [Programme Name], designed in line with NEP 2020, integrating academic excellence with industry-aligned skills and curriculum.

- [Industry Skilling Partner Name] is for facilitating the skilling component, including hands-on training and On-the-Job Training (OJT).
- All students are formally enrolled under Medhavi Skills University and will be awarded their degree by MSU.
- The programme follows a blended learning model—MSU provides academic pedagogy, structured assessments, and learning via its Learning Management System (LMS), while the ISP facilitates the delivery of practical and experiential training.
- This model ensures students graduate with a strong foundation in theory, validated by a university degree, and real-world skills demanded by the industry.

MEDHAVI SKILLS UNIVERSITY AND INDUSTRY SKILLING PARTNER COLLABORATION

There are certain variations in which the partnership/collaboration can be detailed. It is to be noted that nothing beyond these statements or renditions may be made without the prior written consent of MSU:

- **Medhavi Skills University** has launched a **(Program)** in **(Specialization Name)** where the skills component and OJT, which comprises 60%-70% of the PROGRAM, is being delivered by its **Industry Skilling Partner** and facilitated by the University, as per the guidelines of **New Education Policy 2020**.
- Medhavi Skills University has launched an industry linked **(Program)** in **(Specialization Name)** where the skills component and OJT which comprises 60%-70% of the course, is being facilitated by its **Industry Skilling Partner**, as per the guidelines of **New Education Policy 2020**.
- Medhavi Skills University is running **(Program)** in **(Specialization Name)** with **Industry Skilling Partner - Industry Skilling Partner (ISP)** at its Centre of Excellence under MSU's **(School Name, if defined/created)** as per the guidelines of **New Education Policy 2020**.
- Industry Skilling Partner (ISP), as the **Industry Skilling Partner** of Medhavi Skills University, is facilitating the 60%- 70% of the curriculum and OJT comprising of all the practicals and skills courses for the newly launched **(Program)** in **(Specialization Name)** as per the guidelines of **New Education Policy 2020**.
- Medhavi Skills University is running a **(Program)** in **(Specialization Name)** with Industry Skilling Partner (ISP) as its Industry Skilling Partner as per the guidelines of **New Education Policy 2020**.
- Industry Skilling Partner (ISP) is proud to collaborate with Medhavi Skills University as their Industry Skilling Partner to launch a **(Program)** in **(Specialization Name)** developed in accordance with the skill and academic benchmarks established by Medhavi Skills University as per the guidelines of **New Education Policy 2020**.
- **Industry Skilling Partner (ISP)** is delivering the skill aspects of the curriculum developed by the University with major inputs from the industry experts emphasizing on outcome based and experiential learning.

STATEMENTS AND RELATED INTERPRETATIONS (HIGHLIGHTED) THAT **CANNOT BE USED**

Industry Skilling Partner (ISP) is <u>running</u> a (Program Name) programme in collaboration with Medhavi Skills University	Industry Skilling Partner (ISP) is <u>offering</u> 2/3/4 years degree in (Program Name) programmes	Industry Skilling Partner (ISP) is <u>offering degree courses</u> with Medhavi Skills University or MSU	Industry Skilling Partner (ISP) has <u>affiliated/ Accredited/ Constituent/ Approved/ recognized</u> with Medhavi Skills University / MSU
Spend 2 (Two) or 3 (three) or 4 (four) years <u>studying with</u> Industry Skilling Partner (ISP) and get a degree from Medhavi Skills University	Industry Skilling Partner (ISP) is <u>taking admissions</u> in its degree in (Program Name) Programmes	The Degree Program in (Program Name) programme <u>is offered in/being run</u> in the (City Name) /any Other Campus of Industry Skilling Partner (ISP) / MSU	Industry Skilling Partner (ISP) has an <u>affiliation</u> with Medhavi Skills University / MSU where they are running degree programme

DOS ✓ AND DON'TS ✗ TABLE FOR WORD USAGE IN BRANDING

✓ Dos (Use These Phrases)	✗ Don'ts (Avoid These Phrases)
UGC Recognized Skills University	UGC Approved University
Medhavi Skills University is recognized under Section 2(f) of the UGC Act	MSU is UGC Affiliated
Industry Skilling Partner (ISP) / Industry Outreach Partner (IOP) / Industry	Affiliated Partner
Collaborating with MSU for skill delivery as Industry Skilling Partner	Offering degree from MSU
Program developed as per NEP 2020 guidelines	Program run by [ISP]
MSU is Recognized by UGC, NCVET, NSDC and listed under UGC 2(f)	MSU is NAAC A++ / A+ Accredited University
ISP Centre of Excellence under MSU as Industry Skilling Partner	[ISP] Campus program
Program is in collaboration with MSU	[ISP] is solely offering Degree program solely
Skill-integrated higher education programme	Joint Degree or Dual Degree
MSU Program with 60%- 70% of the curriculum comprising of all the practicals and skills courses facilitated by ISP	Degree program offered by ISP or Program offered by "School of Technology / Management of ISP"

Final Suggested Line for Partner Using MSU Logo in Home Page and Program page at their Website:

Kindly ensure that all program-related branding and communication refers to MSU as **"UGC Recognized | Skills University"** rather than **"UGC Approved"** to maintain accuracy and legal compliance with UGC regulations.



Branding and Advertisement Guidelines

Sample Ad Copies

Brand Visual Identity

With MSU's Brand Name



**SAMPLE
LOGO**

Professional Diploma in Hospitality & Hotel Operations

- ✓ Fundamentals of Hospitality & Customer Experience
- ✓ Industry Integration
- ✓ USP 3
- ✓ UGC Recognized University and Industry Integration through NEP 2020

For admission & Inquires, please connect with
Industry Skilling Partner <name>

Without MSU's Brand Name

**SAMPLE
LOGO**

3 Years <Specialisation > Programme

Qualification & Credentials by UGC recognised Skills
University

- ✓ Fundamentals of Hospitality & Customer Experience
- ✓ Food Production Operations
- ✓ Grooming & Communication Skills
- ✓ Fundamentals of Accommodation Operations
- ✓ Food Safety, Health & Hygiene

For admission & Inquires, please connect with <name>

Few Sample Collaterals/Advertisements

used publicly by different Industry Skilling Partner (ISPs) in collaboration with Medhavi Skills University (MSU)

Collateral/ Advertisement sample used for Multiple Social Platforms or Newspaper branding etc - Correct Representation



Ahalia School of
Media Studies and
Future Technologies



Shape Your Creative Dreams: Build a Career in Arts and Media

Enroll into NEP 2020 aligned and industry-immersive Degree, Diploma & Upskilling programmes
Programmes offered by Medhavi Skills University and co-created by Industry Skilling Partner Ahalia School of Media Studies & Future Technologies

Programmes

Bachelor of Visual Arts (BVA)

- Media Art and Artificial Intelligence
- Animation Filmmaking
- Cinematic Visual Effects (VFX)
- Virtual Production
- Extended Reality (XR)

Diploma

- AI Filmmaking
- 3D Game Art and Animation
- Visual Effects (VFX)
- Virtual Production
- Virtual Set Design & Worldbuilding
- Immersive Media Production
- Screen Acting
- Screenwriting

Weekend Certificate Programs

- Screen Acting
- Screenwriting



- Last Date to apply : **January 15, 2024**
- Eligibility: **+2** and students currently in **Class 12** can apply for the **June 2025 batch**
- Dual batches commence in **January 2025 & June 2025**

ADMISSIONS OPEN 2025

www.asomsaft.in reach@asomsaft.in
807 831 8888 / 918 840 2751



GET AN UNFAIR ADVANTAGE WITH PST!

Take the Polaris Admission Test!

Register Today

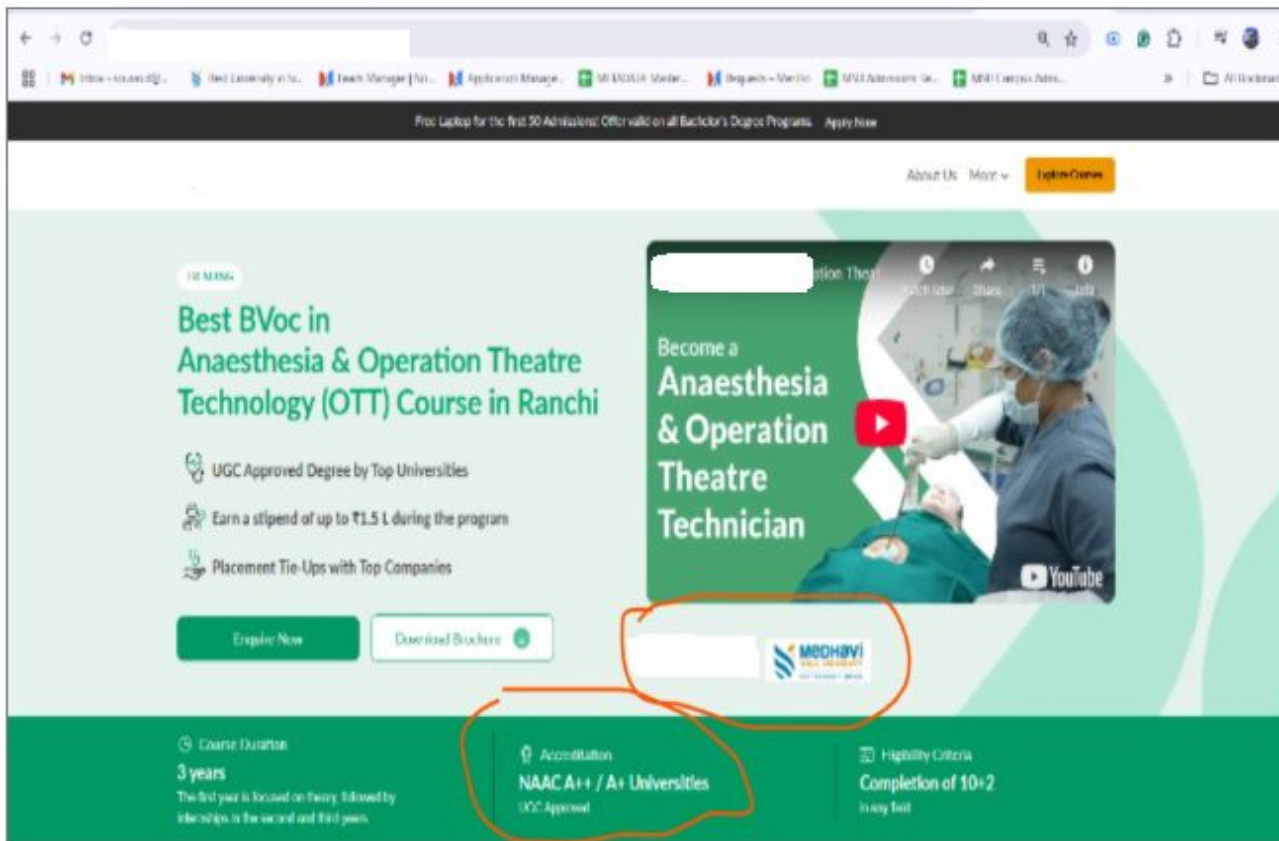
Admissions Open

In collaboration with 

Few Sample Collaterals/Advertisements

used publicly by different Industry Skilling Partner (ISPs) in collaboration with Medhavi Skills University (MSU)

Collateral/ Advertisement Brochure, Social Platforms or Newspaper branding etc - Incorrect Representation



Screen 1: NAAC accreditation is mentioned showcasing MSU is NAAC Accredited which is absolutely incorrect.

Screen 2: MSU collaboration is nowhere mentioned for Collaborated Programs with ISP, Logo and Program offered by MSU has to be mentioned.



Independent Advertisement Guidelines

How Industry Skilling Partner (ISP) Can Advertise Without Mentioning MSU

Activity Based Promotions	Sample Statement/s	Focus Area highlights
Promote Sector-Specific Skill Pathways	<i>"Build your career in Healthcare, BFSI, or Hospitality through industry-integrated training at Industry Skilling Partner (ISP) Centers of Excellence."</i>	Focus on job roles, sectors, and your training methodology
Highlight Hands-on- Learning Without Degree Claims	<i>"Train with real-world tools, mentors, and simulated environments to prepare for in-demand jobs."</i>	ISP is allowed to showcase skill-building, not academic affiliation.
Use Your Own Branding and Infrastructure	<i>"Join Industry Skilling Partner (ISP) Skill Labs – 20+ cutting-edge centers across India delivering sector-specific training."</i>	Emphasize facilities, trainers, and placement networks.
Position as a Skilling Ecosystem, Not a Degree Grantor	<i>"From classroom to career – Industry Skilling Partner (ISP) skilling ecosystem bridges the gap between education and employability."</i>	-
Use "Industry-Certified" or "Job-Oriented" Instead of "UGC Recognized"	<i>"Get certified in key industry domains and gain practical experience before you step into the job market."</i>	Internship or Placement oriented areas can be showcased for ISP standalone collaborations
Feature Student Journeys Without Referring to the Degree	<i>"Meet Aryan – trained in lab technology at Industry Skilling Partner (ISP) and now working with a leading diagnostic chain."</i>	Highlight outcomes and employability , not MSU or degree status.
Advertise Sector Events or Webinars as Standalone Activities	<i>"Join our Healthcare Careers 101 Workshop – Learn from industry experts on how to upskill for roles in diagnostics, OT, and patient care."</i>	This builds visibility without mentioning or misusing the MSU partnership.

Strictly Avoid:

1. In collaboration with MSU" (unless content is MSU-approved)
2. MSU logo, degree claims, UGC/NCVET mentions
3. Landing pages or forms that imply MSU affiliation
4. Use of phrases like "University Certified," "UGC Degree", "Recognized Program" etc.

Marketing and Branding activities guidelines for ISP

for promoting general skilling capabilities or pre-engagement awareness

Promotional Activity	Compliance Justification
Promote sector-focused training (e.g., Healthcare, BFSI, Hospitality)	Allowed as long as it does not imply MSU affiliation or degree linkage
Highlight own infrastructure, trainers, labs, and pedagogy	ISP is free to advertise its owned assets and facilities under its own brand
Use terms like “career-ready”, “industry-oriented”, “hands-on learning”	Generic skilling terminology that doesn’t imply university recognition
Showcase student success stories from ISP-managed training (not degree-related)	Permissible if it doesn’t refer to MSU-backed qualifications
Advertise non-degree short-term courses under ISP brand	These are not governed by the MSU collaboration scope, hence allowed
Host events/webinars on skill careers and industry trends (without academic claims)	Awareness-building activities are allowed if MSU is not referenced
Use only ISP’s digital assets for campaign landing pages and enquiry forms	No MSU co-branded forms or portals unless specifically approved
Mention alignment with NEP/Skill India only if accurate and independently verified	OK when not tied to MSU credentials or recognitions

Strictly Avoid:

1. MSU logo, seal, campus images, or degree mentions
2. References to “UGC-recognized”, “University Program”, or similar phrases
3. Implicit association with MSU in landing pages, forms, or certificates

Sample Ad Copies

Brand Visual Identity

Without MSU's Brand Name

**SAMPLE
LOGO**

3 Years <Specialisation > Programme

Qualification & Credentials by UGC recognised Skills University

- ✓ Fundamentals of Hospitality & Customer Experience
- ✓ Food Production Operations
- ✓ Grooming & Communication Skills
- ✓ Fundamentals of Accommodation Operations
- ✓ Food Safety, Health & Hygiene

For admission & Inquires, please connect with <name>

A composite image featuring two men in business suits standing with their arms crossed. The man on the left is wearing a dark suit and a red patterned tie, while the man on the right is wearing a blue suit and a dark tie. They are positioned in front of a semi-transparent overlay of a city skyline at night, with various skyscrapers and lights visible. The background is a solid blue gradient.

Frequently Asked Questions (FAQs)

Frequently Asked Questions (FAQs)

Is Medhavi Skills University (MSU) a government or private university?

- Medhavi Skills University (MSU) is a recognised Private State University

Is Medhavi Skills University UGC accredited/Recognized?

- Please check the "Recognition" section at MSU website: <https://www.msu.edu.in/recognition>

Is Medhavi AICTE recognized?

- Medhavi Skills University is a university notified by a state act. Any notified University is autonomous to design and create their programs both technical and non-technical.
- Kindly note that AICTE approval is required only when the course is being run by an institute affiliated to a university. However, MSU is a university itself and not an affiliated institute. As per AICTE approval guidelines for 2022-23, State Private Universities do not require prior approval of AICTE to commence a new Course and Program(s) in Technical Education (Engineering, Management, etc.).

Why is Medhavi Skills University not NAAC Accredited?

- NAAC Accreditation is a measure of quality of education. It has nothing to do with validity of Degree or University.

MSU in Sikkim how can they give the degree here?

- As per the guidelines of UGC's Apprenticeship/Internship Embedded Degree Program (AEDP), B.Voc. and NCrF, industry training/immersion with Industry partners is mandatory for which the said activity has to be embedded to the program. Industry Partner for on-the-job-learning can be anywhere in the World. There are no specific geographical boundaries as far as the on-the-job-learning is concerned. The focus is more on the quality of industry and the kind of training that is taking place and not on geographical boundaries.

Will the degree be enough for a person to apply for public sector jobs in India?

- Yes, where the eligibility requirement is a graduation degree, the degree awarded by MSU will be recognized and sufficient for application.
- Please note any university cannot influence the framing of eligibility criteria for any private and Govt. sector job.

Frequently Asked Questions (FAQs)

Will the degree be termed as a full timer degree or an online degree?

- The degree is categorized as a **Industry or Work Integrated and Skill Based Regular Degree Program**. It is a full-time degree program.

Will a formal offer letter be provided to the student from the university for the degree program for educational loan purposes, so as for them to apply for the same from nationalized banks?

- Yes. The eligible students will be provided with all required documents to apply for a loan.
To apply for an educational loan, the minimum standard documents are required (which would be issued from the institution):
1. Provisional Admission Letter 2. Bonafide letter

Will the student be provided with the alumni status for Medhavi Skills University?

- Yes. Once a student enrolls into a program offered by MSU, he/she will be regarded as a student of MSU till the entire duration of the program. Once he/she completes the program, he/she will be regarded as the alumni of MSU for lifetime.

What will happen if the Industry Skilling Partner (ISP) is seized at any point in the future? What will be the scenario of the students deployed at the ISP's location?

- The students who are enrolled in the program are the students of Medhavi Skills University. In the event of any issues related to the Industry Skilling Partner or its location, it is a responsibility of the University to ensure that student's learning journey continues smoothly without disruption. Appropriate steps will be taken to provide an alternative solution or arrangement. That said, such situations are highly unlikely, and all necessary measures are in place to prevent them.

Who will be issuing the Degree ISP or Medhavi Skills University? Who will be designing the Curriculum of the program?

- Medhavi Skills University will be awarding the Degree.
The curriculum is designed by Medhavi Skills University and Industry experts with inputs from the industry, hence MSU program are industry led and fully relevant.. The program is approved by University's Academic Council.

How the examinations will be conducted as the ISP and the University are in different locations?

- MSU conducts continuous assessment (most comprehensive approach) throughout the duration of the program as per its exam guidelines. The exams for all the practical and on-the-job-learning courses will be conducted at the industry. As the curriculum incorporates majorly practical and course related to on-the-job-learning the examination is conducted for all these courses at the industry premises and again as per the UGC guidelines continuous evaluation is a major component of measuring the performance of the students which is based on the feedback of the industry supervisors and trainers.

Frequently Asked Questions (FAQs)

As MSU is not NAAC accredited, will MSU provide the necessary documents to the students who want to apply for any YOJNA that requires NAAC accreditation?

- NAAC Accreditation is a measure of quality of education. It has nothing to do with the validity of Degree or University.

How and when will the exams be conducted for the degree and will the support for the same be provided by the university and also will the semester exams be online or offline?

- As per NEP guidelines, the classes will have blended components: Offline, Online and On the Job Learning. Examinations are conducted semester-wise as per the Academic Calendar.

How will the foreign universities recognize/validate the degree awarded by MSU?

- **Thorough WES:** The World Education Services works in a format where any candidate can register on their portal for a degree and profile evaluation. As per their process, MSU will share the degree certificates and marksheets of candidates for whom WES requests credentials. The students must select "Bachelor's Degree" in the drop-down list when the students are looking for an evaluation. Furthermore, the students can write their specific degree name in the "Name of Diploma/Certificate" field:

MSU communicates to WES in regards to an evaluation request with electronically verifiable marksheets and degrees. This should cater to the requirements of the students.

By Directing Sending to the Foreign University: In this case, the transcripts and the marksheets received by the students from MSU can be sent via post to the foreign university for their verification and validation

Can a student with a diploma after 10th get admission?

- **In 1st year-** Eligibility will be subject to an equivalency certificate from the issuing institution or university.

How is the program academically structured to comply with NEP 2020 while integrating industry-driven learning?

- Medhavi Skills University has introduced a <name of program> program aligned with the National Education Policy (NEP) 2020. This innovative program emphasizes a strong blend of academic learning and industry-relevant skills, with 60–70% of the curriculum dedicated to practical, hands-on skilling components. The skill component is delivered through structured On-the-Job Training and practical learning facilitated by an Industry Skilling Partner and its associated industries, while the theoretical learning is provided by the university through its Learning Management System in a blended learning format. The construct, compliance, and assessments of the program are handled by the university and the Industry Skilling Partner focuses only on the skill component. This approach ensures that students graduate with both academic knowledge and real-world industry experience, enhancing their employability in the Future Skills domains.



Thank You!