

# JANUARY 2021

# BBA@WORKPLACE

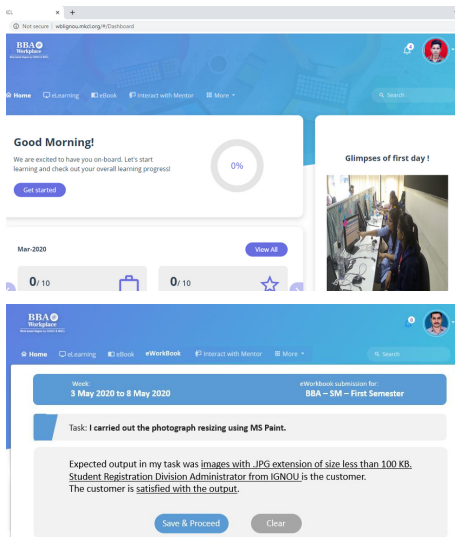
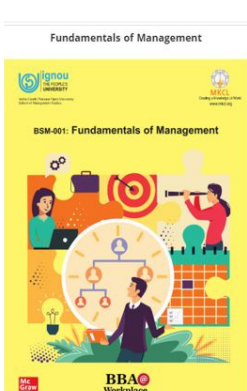
Updates about Work-based Learners of IGNOU



## New Beginning: Work-based Learning (WBL)

**New era of WBL** commenced with a pilot batch of 45 students in January 2020. Even during the COVID 19 pandemic crisis, 110 students got enrolled for July 2020 from 6 different states and at 38 industry workplaces! Process for January 2021 is on! As our nation enters 'New Normal', more than 3000 internship positions are waiting for aspiring youth from all over India in the coming year.

**WBL Management Framework** is the backbone for implementing complex processes of Learning through Working! Application, Selection by industry, Admission, Seamless Integration with IGNOU portal through API, eWorkbook, eLearning, Mentors interactions and many such functionalities offer a great learning experience to the Students!



MKCL  
Nai Talim  
Work-based Learning Management System

## OVERVIEW:

- Work-based Learning and its Management
- Sustaining Work-based Learning during COVID 19
- Student Expressions during lockdown
- Student in Focus!

*This is an initiative to share work-based learning process experienced by the students of a unique degree program BBA(SM) offered by Indira Gandhi National Open University (IGNOU)*

# BBA@ Workplace

Work-based Degree by IGNOU & MKCL

[ignou.mkcl.org](http://ignou.mkcl.org)

# COVID 19 and Work-based Learning

## Sustaining the spirit of WBL

Sustaining Work-based Learning during COVID-19 pandemic became a challenge since access to working cum learning places for students of a work-based degree program was depleted.

Socio-economic challenges needed to be addressed as students came from economically weaker sections of the society. Also critical were the pedagogic challenges in terms of validating the sustenance and spirit of work-based learning model.

With sudden necessity to shift the way of operations, industry partners were unable to assign enough work to students in online mode immediately. In few cases the joining got delayed.

Work-from-home mode was enabled for students. In case of less or no work, industry partners supported to offer an exposure to projects in digital space through digital freelancing!

This helped the students to continue working as well as earning in cases where stipend was deducted.



New Learning for future!

## Digital Freelancing

Students of BBA@Workplace are future ready! Even in uncertain times like COVID 19 pandemic, they will have a sustainable livelihood!

Students attended special online sessions on 'Digital Freelancing' and registered themselves on various portals like True lancer, Work & Hire etc, to practice.

Professional practicing digital freelancers from Odisha trained and mentored them for profile creation, project acquisition, submission that resulted in earning!

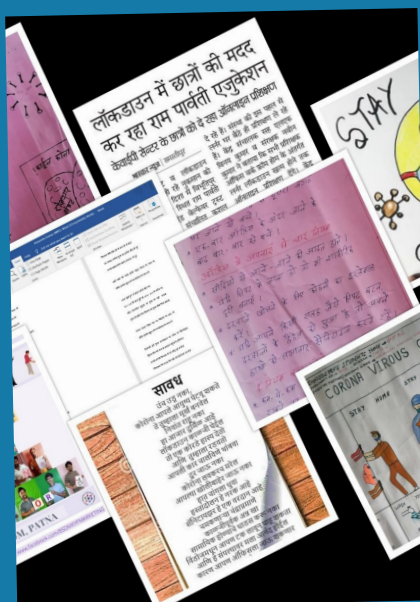
With enhanced skills, improved communication and confidence, students are getting great appreciation from Industry as well!

## Student Expressions during lockdown!

Students participated in special activity and shared their expressions through poems, drawing, posters and essays! Few were published in local news papers as well!

Heart touching essays written by students on the topic - 'Why it is important to be working in disaster situation'.

One student - Manoj Jadhav, FY, actively submitted entry for Students Innovation Award-2020 - announced by IGNOU!



## Student in Focus

*Snehal Thakur, BBA(SM), FY, Sem 2*

Snehal works with an organization 'Masoom', Mumbai.

She is recently promoted to the post of 'Senior Program Coordinator', after her exemplary performance at work place since January 2020!

Congratulations and best wishes for her career!