

GANDHI MEMORIAL NATIONAL COLLEGE AMBALA CANTT



www.gmncollegeambala.ac.in



gmncollege@gmail.com

Department of Computer Science & Applications

Organizes

Seven Days Training Programme

On

How to Earn from

Google

Using Different Interfaces

 **Google** AdSense
How to make Money using Google AdSense

 **Google AdSense**

(21st - 27th June 2021)

Session: - 2020-2021

About the College

After partition, a great visionary and philanthropist Sh. Jaswant Rai with other eminent associates planted the seeds of D.A.V. College, Rawalpindi at Ambala which flourished into G.M.N. College in 1948. Having had a modest beginning in a building with thatched roofs, today the college has a whole range of infrastructural facilities such as high-tech seminar rooms, Smart Class Rooms, Arts, Science and Commerce block, well-equipped laboratories, departmental rooms equipped with computers and internet facilities, gymnasium, fully automated library, E-library, sprawling sports fields etc. The college has become a byword for academic and extracurricular achievements. The dynamic, enlightened and supportive Managing Committee comprising of members from industry, medicine, academic and administration is constantly engaged in taking the college to newer heights of excellence. Its alumni occupy distinguished positions in almost all spheres of society – Government Banking, Finance, Academics, Sports, Armed Forces, Business and Media. The college believes in the motto “Be the First Be with the First”.

About the Department

The Department of Computer Science & Applications was established in 1991 with the objective of imparting quality education in the field of Computer Science. The Department has modern facilities for teaching learning. The Department offers a wide array of study at undergraduate and postgraduate levels. With rapidly evolving technology and the continuous need for innovation, the Department has produced quality professionals holding important positions in the IT industry in India and abroad.

Theme of the Training Programme

To teach the learners

- (1) How to prepare Websites, Blogs, and YouTube Channels.**
- (2) How to use Google AdSense, how to expertise in Content Creation**
- (3) How Google AdSense connects with Websites, Blogs and YouTube Channels to earn money via internet.**

REGISTRATION AND PARTICIPATION

Registration Fee: Rs. 200/-* (Non-Refundable)

Payment can be made through UPI/NEFT to the below mentioned account.

Account Name: Principal, G.M.N College College, Ambala Cantt

Account Number: 175101000000005

Bank & Branch: Indian Overseas Bank (GMN College Ext Counter), Ambala Cantt

IFSC: IOBA0001751

MICR: 133020004

Registration Link: - <https://forms.gle/yQsKtvxX71mymXf97>

Eligibility Criteria

1. The Course is open for all **Students/Scholar of various Institutions/Universities.**
2. Participants are required to register online on or before **20th June 2021 (up to 6 PM)**
3. Participants will be provided **E-Certificate** on the successful completion of the training.

Flow of Course

1. Participants will fill up the online application form with all the required details. Late applications will not be entertained.
2. After successful registration, participants will receive a confirmation email (**on 20th June 2021**) along with the link for joining the programme.
3. The entire Course will be on **Google Meet & Google Classroom.**
4. Timings will be **3:00 p.m.-4:00 p.m. or 4:00 p.m. -5:00 p.m. (Two Slots for Choice)**
5. Participants will be provided **E-Content** related to the topics covered in the training on **Google drive.**
6. For further queries, drop a mail at: **gmncollegelearningprog2021@gmail.com**

Course Objectives

Google AdSense is a program that's run by internet's most famous giant tech company Google. It basically allows publishers that are part of the Google Network of content sites to actually serve automatic text, video, image, and even interactive media advertisements which will then be targeted to the site's content and to an audience. Google! These ads can actually generate some sweet revenue on either a per-impression or a per-click basis. It's free and fast! AdSense allows you to make some real cash. Google AdSense generates ads based on your website's specific content.

ESTD. 1948

Trainers for Seven Days
Training On
How to earn from Google Using different Interfaces



Mr. Manu Sharma
Director
RIMTECH, Chandigarh



Mr. Nipun Sharma
CEO, Content Creator
Social Appeal, Chandigarh



Mr. Shubham Khurana
Blog Expert & Digital Mkt
Code InfoTech,



Ms. Upinder Kaur
H.O.D, Dept. Computer Sc
GMN College, Ambala Cantt



Mr. Shyam Raheja
Assistant Professor, Dept. Computer Sc & App
GMN College, Ambala Cantt

What Will You Learn?

- 1. How to make Money from Google AdSense**
- 2. Types of Advertisement of AdSense**
- 3. How to create Website, Blog and YouTube Channel**
- 4. How to expertise in Content creation**



Dr. Gurdev Singh
President, Governing Body
Chief Patron



Dr. Anju Jain
Coordinator, IQAC



Dr. Raj Pal Singh
Principal & Patron