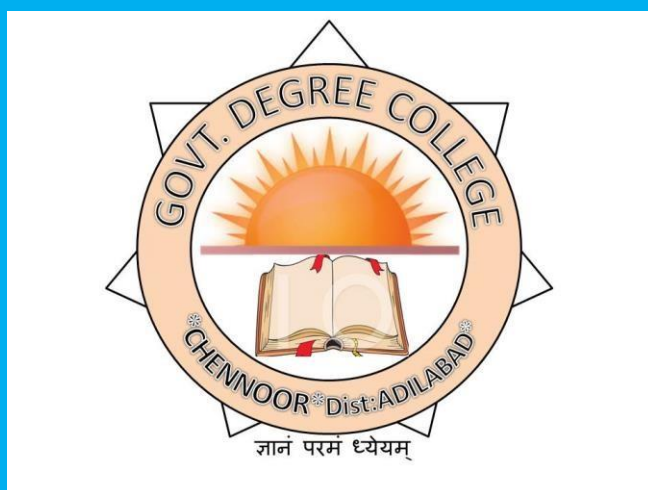


GOVERNMENT DEGREE COLLEGE, CHENNOOR

**BEST PRACTICES
ON
ADMISSION CAMPAIGNING**



BEST PRACTICE-2

GDC CHENNOOR

Title of the Practice : ADMISSION CAMPAIGNING

Objectives of the Practice :

1. To improve enrolment of the students
2. To take the initiatives taken up at the college up to the students.
3. To create the awareness among the rural or schedules classes about the importance of higher education.

The Context :

Traditional Higher Education gives more scope for employment in diversified fields and ensures distribution of students into various works. The students are stuck in the web of software professional courses with a fool's paradise of attaining high profile jobs in no time. This is creating an imbalance in the society where all types of professionals are needed. Hence, there is a growth in neglecting all the basic sciences and other courses. So, the institution has planned to create awareness among the students to take up courses according to their merits rather than following the prevailing general tendencies.

The Practice :

- The institution visits the nearby colleges and interacts with Principal, staff and students.
- We create a small video clip of all the features, facilities, infrastructure, initiatives, achievements, students progression and play at the colleges for the students and create an interactive atmospheres/
- We visit the students and their parents personally and counsel them
- We conduct ZOOM meetings at times to address the queries of the students.
- At the beginning of admission process, staff chalks- out- plan and implement it with utmost concern for the students.

Evidence of the Success :

- The enrolment rate increased and the students were satisfied with the performance of the college.
- Students who joined other colleges, started coming to our college in subsequent phases.

PROBLEMS ENCOUNTERED:

- The parents mainly being farmers both the family members would not be available many times
- The neighbouring private institutions became pro-active and started offering bonanzas.
- Other institutions used false practices to acquire passwords of the students.

CAMPAIGNING PROGRAM 2021-22



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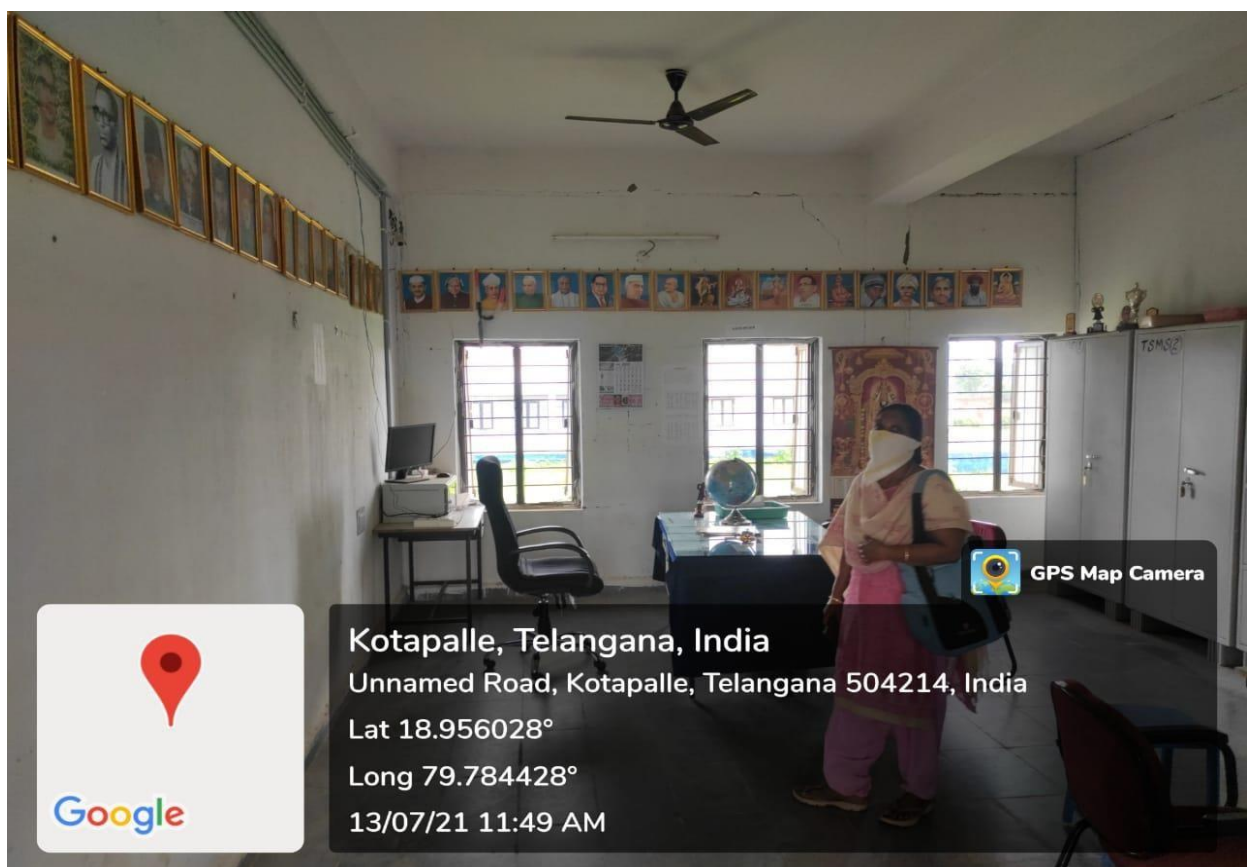
Visited Surrounding Junior Colleges













Canvassing-direct contact with students



