

Best Practice – 1


Title: The Admission Campaign

Objectives:

- To create awareness among Junior college students of Narayanpet area about the facilities available in the Government Degree College, Narayanpet
- To personally show them the serene atmosphere in college campus away from the hustle and bustle of the town centre.
- To educate parents about the need for admitting their children in our college for all-round development.
- To educate students to utilize the services of well experienced, qualified lecturers and resources available in college.
- To counter the unhealthy atmosphere created by the malicious campaign of private institutions to gain admissions.
- To give the students firsthand experience of the quality of education in the institution.

The Context:

The finest quality of teachers with the highest possible educational qualifications is recruited into the government degree colleges. And the government colleges are provided with state of the art teaching learning resources. Yet, they are lagging behind in terms of admissions when compared to the private institutions. Reason being, the government institutions with all their well qualified staff and state of the art educational facilities do not promote themselves. It would be a monumental loss to the society, if we could not reach the larger sections of people and make them aware of the educational facilities available free of cost in the government institutions. Only a good number of admissions can make the institution run with its full potential. Hence, our institution has initiated the admission


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campaign to promote our college and gain more number of admissions into the college.

The Practice:

- To achieve our goal we had extensive discussions and deliberations with staff and devised plans to visit junior colleges in and around Narayanpet
- The faculty of the institution visited the junior colleges and interacted with the students, months before the completion of Intermediate course and highlighted the resources available in our institution.
- Staff and students of all the junior colleges of Narayanpet region are invited to Government Degree College, Narayanpet to participate in the literary, cultural and quiz competitions. This way, they are made acquainted with the atmosphere and quality of education being offered in the institution. Prizes are distributed to the student participants as a token of appreciation.
- Flexi boards, pamphlets are printed from the contribution of staff members. Flexi boards are placed in key locations for catching the attention of students. On the final day of the exam all staff members personally interacted with students and briefed them about college.
- During summer vacation and before the commencement of the new academic year, all the staff members, divided into small groups, visited the neighboring villages and conducted admission campaign. The students and their parents are given information about the college in the comfort of their homes.
- The students who discontinued their education after intermediate are convinced to continue with their studies by joining our college
- Counseling is offered to the parents, especially to the parents of girl students who do not want their child to go for higher studies.
- Student bio-data forms are collected for future correspondence.


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- During online admissions, the registration fee of the students who opt for our college is borne from the fund collected from the staff members.
- In some exceptional cases the technical staff of the college visited the homes of the students to complete the process of online admissions at their doorstep. Evidence of Success All our efforts yielded fruitful results. First year admissions into the college have drastically increased from 88 in 2018-19 to 244 in 2019-220.

Problems Encountered and Resources Required

- The college is situated at a distance of five kilometers from the town. The location and distance of the college is the main drawback in attracting the students and their parents towards the college. Parents, especially, are reluctant to send their children to our college.
- Unhealthy competition from some private degree colleges who indulge in unfair means to attract admissions. It was difficult to contact students in holidays.
- Lack of proper transport facility to reach distant places is also a problem.
- More funds are required for an extra intensive campaign.


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