

# **GOVERNMENT DEGREE COLLEGE (ARTS & COMMERCE), ADILABAD**

Accredited by NAAC with 'B' Grade (Cycle -2)

Opp: Head Post Office, Adilabad

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## **The Admission campaign**

### **Objectives:**

- To Create awareness among Junior college students of Adilabad area about the facilities available in the Government Degree College (Arts & Commerce) Adilabad.
- To personally show them the educational environment in college campus.
- 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. Our college has adequate ICT equipment for effective teaching learning process. Yet, they are lagging behind in terms of admissions when compared to the private institutions.

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 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 Adilabad.

The faculty of our 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 Adilabad region are invited to Government Degree College (Arts & Commerce), Adilabad 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.

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 intermediate exam all staff members personally interacted with students and briefed them about our college. During summer vacation and before the commencement of the new academic year, all the staff members divided themselves into small groups, visited the neighboring villages and conducted admission campaign. The students and their parents are given information about the college by conducting door to door campaign.

The students who discontinued their education after intermediate are convinced to continue with their studies by joining our college. Counseling is offered especially to the parents of girl students who do not want their children to go for higher studies.

Student bio-data forms are collected for future correspondence. 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 168 in 2016-17 to 235 in 2020-21. At present the total strength of our college has risen to 656.