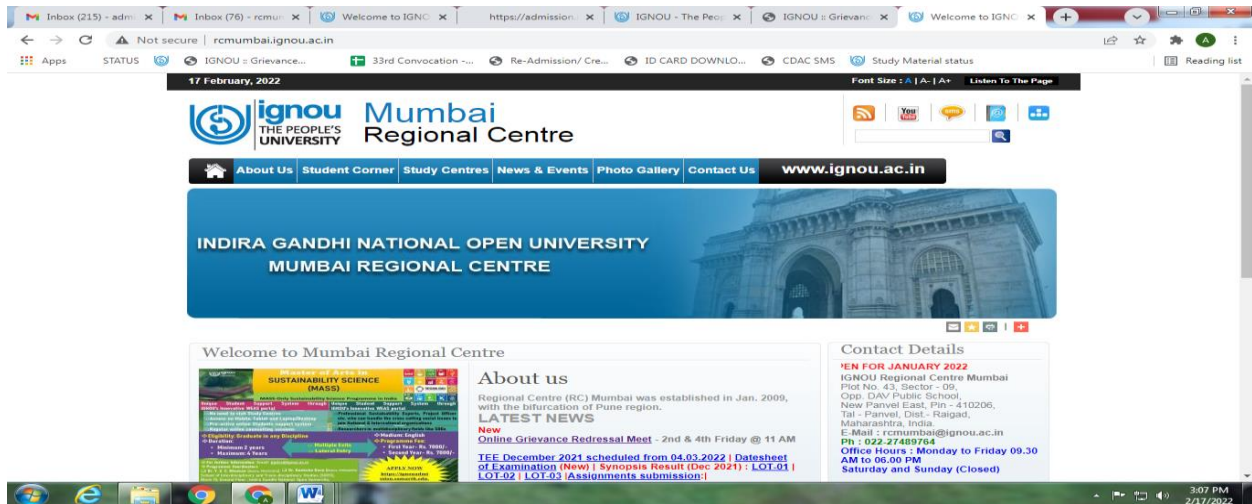


**INDIRAGANDHI NATIONAL OPEN UNIVERSITY
REGIONAL CENTRE MUMBAI**

Promotional Strategies to be adopted by RC Mumbai for July 2022

The strategies to be adopted by IGNOU RC Mumbai towards promotion of fresh admission July 2022 session are listed below:

- a) **Meetings with IGNOU Alumni:** As per the online survey conducted by Regional Centre Mumbai among registered learners of IGNOU more than half of the learners had come to know about IGNOU through IGNOU Alumini. Thus, the Regional Centre will be organizing Alumina Meet, send email and SMS to more than 20000 alumina at Regional Centre Mumbai about IGNOU admissions
- b) **Press Release:** The Regional Centre will contact the local press to give press release about IGNOU admissions regularly.
- c) **Posting of Admission Poster on Website:** Regional Centre Mumbai will be updating the poster at home page for one programme every day containing details of programmes. Much priority and focus will be given to the recently launched programmes, skill based programmes and employment oriented programmes



- d) **Extensive usage of Social Media:** As per directions of the university Regional Centre used Social Media platforms at all possible extent to disseminate the information about Fresh Admission among the general population as well as among the already registered IGNOU learners. As on date the RC Mumbai is having good number of followers/subscribers in the social media as details given below

Facebook	Twitter	YouTube
9319 people follow 8150 people like the page	2239 followers	3880 Subscribers

- e) **Tutorial Video** : Regional Centre Mumbai has prepared video on “**How to take Fresh Admission**” in three languages and have been uploaded at YouTube, Facebook and Twitter page for use of learners
Hindi Video: <https://www.youtube.com/watch?v=12NMQ7AEeKQ&t=68s>
Marathi Video: <https://www.youtube.com/watch?v=QFQybyu-jNo&t=17s>
English Video: <https://www.youtube.com/watch?v=kqlAEvTQnWw&t=870s>
Video on Re-registration also prepared at [:https://www.youtube.com/watch?v=GJ2L5rKI5_g&t=430s](https://www.youtube.com/watch?v=GJ2L5rKI5_g&t=430s)
[These videos will be provided at different platforms](#)
- f) **Telegram Channel:** The Regional Centre Mumbai has a telegram Channel for the existing learners which will be used to provide the updates of admission to the existing learners for further propagation to their friends and relatives
- g) **Creation of Telegram Account:** Regional Centre Mumbai will create a Telegram Account for the learners who have registered but not completed the admission process in order to ask the queries or difficulties being faced by them. In last admission session also this group was successful
- h) **Posters by RC Staff:** The staff of Regional Centre Mumbai has prepared 35 posters which will be updated continuously on all social media platforms
- i) **Live Session in a week:** Regional Centre Mumbai will be conducting live Facebook session once in a week to provide latest updates about admission
- j) **Promotional Meeting among NSTI learners:** Regional Centre Mumbai will reach the NSTI for connecting with the students for admission in Bachelor Degree Programmes. In last session 40 students had taken admission from NSTI Mumbai (January 2022)
- k) **Meeting with NGOs:** Regional Centre Mumbai has been continuously in touch with NGOs in the region and provide them information related to fresh admission from time to time. An online meeting with the staff of NGOs will also be organized to inform about the opportunity they have in IGNOU
- l) **Coordinator’s Meeting:** Regional Centre Mumbai will ensure active participation of Study Centres in admission promotion related activities. For this continuous meetings with Coordinators will be conducted with admission data. Further the study centres will be asked to provide the updates of IGNOU admission to their regular college students regularly
- m) **Email to 102 colleges:** Regional Centre Mumbai will contact about 102 colleges of Mumbai offering regular programmes in Master and Bachelor degree with aim to disseminate the information about IGNOU among their learners

- n) **Not completed applications of January 2022:** The applicants who had registered for January 2022 session but not completed the application will be sent SMS to use the opportunity for July 2022 session. **SMS will be sent to about 1800 such applicants**
- o) **Email to Veterinaries:** Email will be sent to 1600 veterinaries in Maharashtra informing them about PGDAW programme
- p) A special coloumn will be created in the Counselling schedule mentioning **“JULY 2022 ADMISSIONS OPEN”** and requested all the learners to disseminate this information to their friends, family, relatives, colleagues,etc.

The aim will be to disseminate the information among the general population as much as possible with all available resources.

Dr.E.KrishnaRao
Regional Director (i/c)
And Team
IGNOU RC Mumbai