

Best Practices 2019-20

Best Practice I

Title of the Practice: Promotion of Higher Education among Rural Students.

Objectives of the Practice –

1. No development without education –

A well educated population, adequately equipped with knowledge and skill not only help the economic growth but it also help in inclusive growth.

2. Educational deprivation divides societies and consolidates unjust structures –

There is a huge gap of literacy rate between rural and urban areas, between general and category students and hence rural and backward population will not be engaged in development process which will not bear the desired fruits.

The Context-

The importance of education in human growth is inevitable. Education is the right of every individual irrespective of gender, race, income, geographic location, culture or background. India as a developing nation has been systematically progressing on the educational front since its independence and has seen an appreciable surge in reaching out to all the classes of its society. The accelerated growth in the field of education will help in building Nation's strength. An overwhelming demographic divide still persists in the accessing quality higher education with several communities still remaining under represented, contradicting the very objective of equity within the social growth of the country.

SGAD College took a small step in helping achieving the social growth by promoting the importance of higher education among rural students. SGAD College conducted several lectures on career guidance, career opportunities, personal development and many more to motivate the rural peers of the society.

The Practice-

SGAD College understood the importance of higher education amongst the rural students. So we conducted a series of sessions for them and could monitor the increase in number of students from rural students.

Evidence of Success-

On a close scrutiny of general statistics of employment in India, one cannot fail to observe that in most instances the higher level positions which contain fewer numbers continue to be held by urban population. The rural population can held these positions when highly qualified. SGAD College was successful in reaching to the untraced peers of the society to a large extent by introducing, updating and motivating them for the higher educational programs and opportunities.

Problems Encountered and Resources Required-

There are some problems faced while promoting the higher education among rural students. The students from rural areas are reluctant to go for higher education due to social, cultural, economic and psychographic factors. While motivating these students care has to be taken to address these factors and help them to overcome them. The faculty members have to reach to their level to make them understand about the benefits of higher education. Travelling to their place and interacting with them is a treat but sometimes it is very tiring and strenuous. The response received from these students makes the interaction fruitful and productive.

Best Practice II

Title of the Practice- Institute Loyalty Referring Siblings/ relatives / Friends for Admissions.

Objectives of the Practice –

1. The Institute seeks to leverage existing students to bring new students into the fold.

2. Existing students understand the benefits of taking admission in the Institute and they often know other people who could benefit from the Institute.

3. The students may generate a sense of goodwill from the referred friend, who may return the favor in the future.

The Context-

The students are given some incentives in tuition fee credit in return of referring a sibling, relative, friend for admission. We at SGAD College carry student marketing campaign and also the students refer new students. We believe that the existing students have a perception towards the Institute's resources like faculty, infrastructure, placement record, brand image etc. and thus use positive word of mouth for the Institute. This perception is passed to the new students by referring them through word of mouth. Not only are students our best spokespeople they understand what is involved in the programs as well as the benefits of taking them and they also know other people who could benefit by taking admission at SGAD College. Our existing students have a good relationship with the Institute which is generated by psychological and emotional bonds.

The Practice-

The students at SGAD College are perhaps the ideal candidate who is ambitious and has come to appreciate the value of career training in a competitive job market. Chances are they might have siblings, relatives, friends who are willing to take admission. In such cases the satisfied students bring in more students. This referral behavior of the students without any incentives helps create a friendly atmosphere in the Institute.

When the students come to the Institute for the first time, they are counseled by our trained staff members. They are given complete information about the course, Institute infrastructure, faculty members, co-curricular and extra-curricular activities and the fee structure. The students are asked to fill the admission form which contains information about the source from where the students got to know about the Institute. The different sources mentioned are Newspaper, TV, Internet or any other source. The source through which the students get the information could be their sibling, friend or relative. This information of the source helps us to trace the existing students who are satisfied. Various studies conducted on student's loyalty towards the Institute mentions that the students loyalty depends upon the perceived service quality which leads to satisfaction, trust, commitment and loyalty. The factors which develop the perceived service quality could be human ware and hard ware.

Evidence of Success-

We at SGAD College try to provide with human ware and hard ware to the students in order to increase the perceived service quality, which increases the satisfaction, trust, commitment and loyalty and fetch with referred new students.

Problems Encountered and Resources Required-

SGAD College strives hard to maintain the perceived service quality by continuously improving and working on the factors responsible for the satisfaction of the student fraternity. The teaching staff continuously upgrades themselves to help students excel in academics. The admin staff is always helpful for the students for all college related work. The quality of the support facility like canteen maintained as per the standards. The Institute provides with High class infrastructure for the ease and convenience of the students. The Institute tries to build the image and reputation in the minds of the students by balancing all the stakeholders – students, parents, alumni, corporate and society.