

INDIRA SCHOOL OF BUSINESS STUDIES PGDM

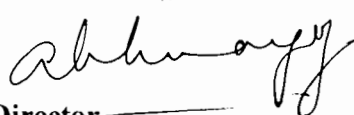
Approved by AICTE, New Delhi

Date: 06/03/2020

Appointment of Admission Committee for the year 2020-21

Sr. No.	Name of the Member	Designation	Committee Profile
1	Dr. Abhinav Jog	Director	Chairperson - Director
2	Prof. Shikha Sindhu	HOD- Academics & IQAC	Secretary
3	Dr. Rohan Das	Asst. Professor	Member Teaching
4	Mr. Laxman Misal	Registrar - ISBS	Member Non-Teaching
5	Mr. Bhagyesh Wakalkar	Administration Executive	Member Non-teaching

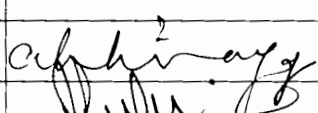
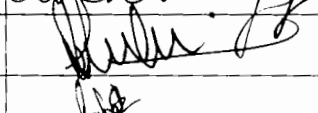
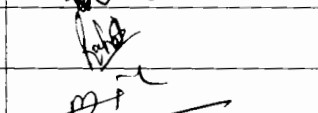
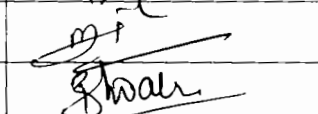

This is to inform everyone that the management of IGI has appointed aforesaid members to the Admission Committee of Indira School of Business Studies for the year 2020 -21.


 1/ Director
 ISBS PGDM



Date-06/03/2020

Consent Letter**Admission Committee Members (2020 - 21)**

	Members	Designation	Signature
1	Dr. Abhinav Jog	Chairperson./Director	
2	Prof. Shikha Sindhu	Committee Secretary	
3	Dr. Rohan Das	Member - Teaching	
4	Mr. Laxman Misal	Member – Non Teaching	
5	Mr. Bhagyesh Wakalkar	Administration Executive	

Frequency of Meetings

Meetings are held biannually.

Required Quorum for the Advisory Board Meeting

Attendance of Director, Secretary, Member teaching, Member non- teaching and Administration executive is mandated for the meeting.



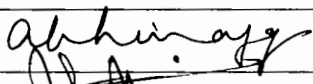
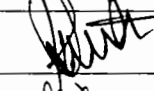
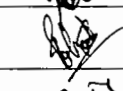
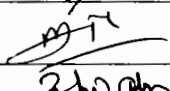
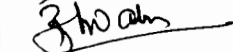
Indira School of Business Studies

**To,
The Members of Admission Committee
ISBS, Pune.**

Subject: Meeting of Admission Committee Scheduled for 26th July 2020 at ISBS

Respected Sir/Madam,

This is with reference to the Admission Committee Meeting scheduled for 26th July 2020, at 11.30 am. You are requested to be present for the same.

	Members	Designation	Signature
1	Dr. Abhinav Jog	Chairperson / Director	
2	Prof. Shikha Sindhu	Committee Secretary	
3	Dr. Rohan Das	Member Teaching	
4	Mr. Laxman Misal	Member – Non Teaching	
5	Mr. Bhagyesh Wakalkar	Administration Executive	

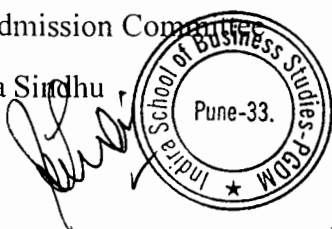
The agenda for the meeting will be:

1. Review ICAP Admission Process 2020 -21
2. Location of wise students registered for ICAP 2020-21
3. Changes in current ICAP Online application Form
4. Discuss students online review for INDIRA PGDM
5. Review of leads registered in ICAP 2020 -21
6. Demographic analysis
7. INDIRA Brand promotion in multiple cites through education faire
8. Review of Digital Publisher (Shiksha)
9. Utilization of marketing budget for the year 2020-21
10. Any Other

Looking forward for your participation and valuable suggestions.

Secretary Admission Committee

Prof. Shikha Sindhu



Indira School of Business Studies
Minutes of meeting the Admission Committee held
On 26th July 2020

Minutes of Admission Committee Meeting – 2020 -21

Committee Members Present

1. Dr. Abhinav Jog – Director ISBS
2. Prof. Shikha Sindhu – Secretary
3. Dr. Rohan Das – Member Teaching
4. Mr. Laxman Misal – Member Non-Teaching
5. Mr. Bhagyesh Wakalkar - Administration Executive

Agenda of the Meeting -

1. Review ICAP Admission Process 2020 -21
2. Location of wise students registered for ICAP 2020-21
3. Changes in current ICAP Online application Form
4. Discuss students online review for INDIRA PGDM
5. Review of leads registered in ICAP 2020 -21
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8. Review of Digital Publisher (Shiksha)
9. Utilization of marketing budget for the year 2020-21
10. Any Other

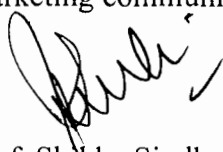
Details of agenda discussed as follows in the Admission Committee Meeting –

1. Review of ICAP 2020-21 process – Prof. Shikha Sindhu presented ICAP registration data and it was observed that ICAP as an admission process need to be promoted with multiple platforms like Coaching Classes, Students groups, IGI employee referral, increased catchment areas and online platform etc. It was also discussed and agreed that maximum number of students should appear for ICAP process with respect to paid registrations.
2. Location of wise students registered for ICAP 2020-21 - Dr. Abhinav Jog presented the presented leads registered in ICAP 2017-18 with respect to multiple entrance test appeared by students. It was observed that good number of students from CAT, MAT & CMAT test have registered for ICAP 2020-21 Process. Committee discussed and suggested to focus on these test data for calling students for next year.
3. Changes in current ICAP Online application Form – Mr. Bhagyesh Wakalkar pointed out the required changes to be made in current ICAP Online Application



Form so that all relevant data can be captured when students fill the online ICAP Form and it required information can be available in systems. Committee accepted these changes in ICAP form and directed admission team to incorporate these changes in forthcoming ICAP process.

4. Discuss students online review for INDIRA PGDM – Prof. Shikha Sindhu presented students online review for Indira PGDM program at multiple digital platform. This feedback written by past or existing student's plays very instrumental in attracting good quality students in admission process. Committee agreed on this point and it was decided to encourage students to write realistic review about Indira PGDM.
5. Review of leads registered in ICAP 2020-21 - Prof. Shikha Sindhu presented data of leads registered for ICAP process. It was observed that students have searched for Indira PGDM Program through multiple sources such as Google Search, Alumni reference, ISBS Web site review, ICAP Website and Social networking site etc. It was discussed to explore some of these platforms for next year admission process.
6. Demographic Analysis - Mr. Laxman Misal presented the Demographic analysis for discussion in the meeting and it was observed that ISBS needs to increase its reach and physical presence in newer states in order to penetrate the market and also increase ICAP Registrations for upcoming admission season. The committee recommended that new states such as Punjab, Kerala & Andhra Pradesh need to be explored.
7. INDIRA Brand promotion in multiple cities through education fair - Prof. Shikha Sindhu suggested that IGI need to expand its reach in newer geographical area in order to promote brand Indira. This will boost the total ICAP registration and will bring more diversity in students applying for ICAP process. Committee agreed to this suggestion and it was decided to check possibility of exploring newer geographical area such as Punjab & Karnataka.
8. Review of Digital Publisher (Shiksha) - Dr. Abhinav Jog discussed digital platform activity through Publisher Shiksha. IGI have been using Shiksha digital platform and is associated with Shiksha for promotion of digital promotion. It was observed that Shiksha as Online Marketing Partner have done good job and have generated good leads. It was discussed to explore more digital avenues for promotion of INDIRA PGDM Program.
9. Utilization of sanctioned budget for admission for the year 2020-21 - Mr. Bhagyesh Wakalkar presented the marketing budget. The committee revived last year budget and decided to allocate more funds towards Digital Partner and on marketing communication through multiple creative.


Prof. Shikha Sindhu
Secretary, Admission Committee



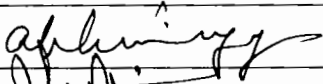
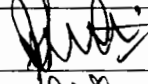
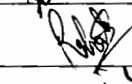
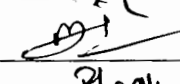

Indira School of Business Studies

To,
The Members of Admission Committee
ISBS, Pune.

Subject: Meeting of Admission Committee Scheduled for 22th September 2020 at ISBS

Respected Sir/Madam,

This is with reference to the Admission Committee Meeting scheduled for 22th September 2020, at 11 am. You are requested to be present for the same.

	Members	Designation Committee	Signature
1	Dr. Abhinav Jog	Director – ISBS	
2	Prof. Shikha Sindhu	Committee Secretary	
3	Dr. Rohan Das	Member Teaching	
4	Mr. Laxman Misal	Registrar - ISBS	
5	Mr. Bhagyesh Wakalkar	Administration Executive	

The agenda for the meeting will be:

1. Plan of ICAP Admission Process 2021 -22
2. Selection of new vendor for Lead Management & online ICAP Form
3. ICAP Promotion through Digital Marketing
4. Advertisement in MAT Test Bulletin
5. Walk-In Candidates
6. Online Publisher Partner (Shiksha)
7. Entrance Test analysis
8. Unpaid ICAP Application Form
9. Budgetary Allocation for admission 2021-22
10. Any Other

Looking forward for your participation and valuable suggestions.

Secretary Admission Committee

Prof. Shikha Sindhu



Indira School of Business Studies

**Minutes of Meeting of the Admission Committee held on
22th September 2020**

Committee Members Present

1. Dr. Abhinav Jog – Director
2. Prof. Shikha Sindhu – Secretary
3. Dr. Rohan Das – Member Teaching
4. Prof. Laxman Misal – Member Non-Teaching
5. Mr. Bhagesh Wakalkar – Administration Executive

The Agenda for the meeting was:

1. Plan of ICAP Admission Process 2021-22
2. Selection of new vendor for Lead Management & online ICAP Form
3. ICAP Promotion through Digital Marketing
4. Advertisement in MAT Test Bulletin
5. Walk-In Candidates
6. Online Publisher Partner
7. Entrance Test analysis
8. Unpaid ICAP Application Form
9. Budgetary Allocation for admission 2021-22
10. Any Other


Minutes of the meetings -

1. Plan of ICAP Admission Process 2021-22, Prof. Shikha Sindhu presented the ICAP Centre wise registration report. It was discussed to explore possibility of holding counselling round in the month of February in select cities before 2nd round of ICAP Process takes place in April. Further, it was also discussed that ICAP as a process also needed to be promoted through multiple platforms like students groups, coaching classes, and graduation colleges in catchment areas and online connect. It was decided to hold ICAP Process for the year 2021 as follows –

Date of ICAP	Name of City
01 st April 2021	Udaipur, Nagpur, Bhopal
02 nd April 2021	Jabalpur, Ahmadabad, Raipur, Kanpur
08 th April 2021	Indore, Surat & Ranchi
09 th April 2021	Lucknow, Patna & Jaipur
16 th April 2021	Pune



2. ICAP Promotion - Prof. Shikha Sindhu presented marketing data. In the present marketing scenario majority of the students are connected with digital way and it is the need of the hour to have presence on such digital platforms. It was discussed and agreed to use Google and Facebook as most widely used digital platform to develop connect with prospective students for the year 2021.
3. Walk-In/Direct Calls Candidates - Prof. Shikha Sindhu presented analysis of multiple sources of admissions in PGDM Program. One of the important sources of admission was observed to be of Walk-in candidates (Direct Calls). It was suggested to have adequate documentation of all types of leads and further follow up for ICAP Registration and subsequently for admission conversion.
4. Online Publisher Partner (Shiksha) - Mr. Laxman Misal discussed the need of online vendor to generate leads and for promotion of PGDM program online. It was discussed and approved to engage Shiksha as online vendor for promotion of PGDM Program and brand Indira.
5. Entrance Test analysis - Dr. Abhinav Jog presented entrance test analysis. It was observed from the data analysis that majority of the students who were admitted in 2020 -21 batch were from CAT, MAT & CMAT test. So it was agreed to focus on students who have appeared for CAT, MAT and CMAT tests for counselling and conversion for next year admission process (2021).
6. Unpaid ICAP Application Form - Prof. Shikha Sindhu discussed about the unpaid ICAP Applications. These are such applications wherein students have filled in ICAP Application form; however they did not make application form payment and hence, such students could not appear for GD & PI process. Committee discussed the same and it was suggested to increase engagement with such students' (unpaid application) to convert them into paid applications.
7. Budgetary Allocation for admission 2021-22
Prof. Shikha Sindhu presented the marketing and college promotion budget for the year 2021-2022. The committee revived last year budget and approved the presented budget for Brand promotion through digital marketing.


Prof. Shikha Sindhu
Secretary Admission Committee



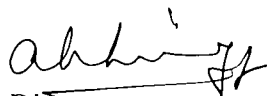
Date-08/02/2021

Inclusion of Member in Admission committee-2020-21

An additional member Ms. Tejaswini Khataavkar is included in Admission Committee – 2020-21 with effect from 08-fabuary-2021.

The revised Admission Committee Members are as below

Sr. No.	Name of the Member	Designation	Committee Profile
1	Dr. Abhinav Jog	Director	Chairperson - Director
2	Prof. Shikha Sindhu	HOD- Academics & IQAC	Secretary
3	Dr. Rohan Das	Asst. Professor	Member Teaching
4	Tejaswini Khataavkar	Administration Executive	Member Non-teaching
5	Mr. Bhagyesh Wakalkar	Administration Executive	Member Non-teaching

1/c 
Director
ISBS PGDM

