

GOVERNMENT OF ANDHRA PRADESH

Office of the
Commissioner of Technical Education
Andhra Pradesh :: Vijayawada

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STRATEGIC FRAMEWORK TO IMPROVE ADMISSIONS DURING 2021-22

CIRCULAR INSTRUCTIONS TO THE PRINCIPALS

Sub: Technical Education - Academic - Strategic framework to improve admissions during 2021-22 in Polytechnics - certain instructions Issued-Reg
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The Board of Secondary Education, Andhra Pradesh had released SSC results on 27th July 2021. Consequent on this, all the principals and staff of Polytechnics need to gear up and ramp up efforts to attract optimal and potential students to our institutions.

- The Polytechnics with admissions of less than 75% in the Academic Year 2020-21 shall leave no stone unturned to see that a minimum of 75% of sanctioned intake are filled during the online admissions process for the Academic Year 2021-22.
- The remaining Polytechnics shall fill up 100% of the seats.
- The counselling & admission process will be done through online web-based mode

The following activities are suggested for maximizing admissions.

I. Polytechnic Level Activities

Polytechnic shall go into community with an assurance and slogan that

HOLISTIC DEVELOPMENT OF STUDENT through OUTCOME BASED TECHNING LEARNING PROCESS (TLP) WITH A FOCUS ON PRODUCING WORK-READY STUDENTS THROUGH STRESS - FREE EDUCATION WITH FOCUS ON CREATIVITY, INNOVATION, TEAM SPIRT AND EMPLOYABILITY AND PROBLEM-SOLVING SKILLS.

Table 1: Constitution of Polytechnic Level Admission Committees and mandates fixed to each role.

Designation	Roles	Mandate
Principal	Chairman	<ul style="list-style-type: none">• Devising, planning and deploying admissions strategies and monitoring admission process.• Constitution of Branch-wise admission team (s) with targets fixed.• Providing necessary infrastructure, financial resources for campaigning material, logistics, etc., in coordination with the admissions committee.• Day-wise process monitoring and strategy development and deployment with the coordinator and Branch-wise admission committees/ teams• Facilitating online/offline meetings for garnering support of stakeholders – alumni, students, press, media, parents, CPDC members, local citizenry, etc., and requesting their cooperation for improving admissions.

Head of Section	Convener-Admissions campaigning	<ul style="list-style-type: none"> Implementing the admission improvement strategies by forming route-wise, Branch wise admission committees. Guidance and monitoring admission campaigning at field level by committees on daily basis. Formulation of Branch-specific, intake based marketing strategy for optimal admissions based on previous years admitted strength with focus on branches with poor admissions. Designing brochures, pamphlets, flexis, videos, erecting boards in the Polytechnics with the information on Infrastructure, quality initiatives of TLP, Amenities, facilities, Learning Resource facilities, etc.,
Internal Quality Assurance Cell (IQAC) coordinator (Branchwise)	Co-Convener	Helping Chairman and Convener in providing necessary information, coordinating with members of admission committees, utilization of campaigning material in the feeder areas, monitoring the campaigning through social media, preparation of admissions video with achievements, salient features of the college,
All other faculty members including Physical Directors and Librarians and Non-teaching staff.	Admissions committee members	<p>They shall involve actively in the Branch-wise admission committees constituted by the Chairman & Convener and try to garner the maximum number of admissions through door -to-door campaigning.</p> <p>They shall work as per the instructions of the Chairman and Convener of the admissions.</p> <p>Staff involved in the admission campaigning will be exempted from class work. Such staff will also be extended incentives if optimum number of admissions are ensured.</p> <p>Branch-wise admission committees shall actively campaign in the feeder areas on the online admission process, strengths of the Polytechnics , TLP, infrastructure, employability skill development programs, extracurricular activities, etc.,</p>

A) Strategic Planning and Implementation of 2021-22 Admissions:

- Each Polytechnic shall conduct a press conference immediately with all the print and electronic media representatives/ reporters, showcase the infrastructure, explain the strategies being adopted for quality TLP, co-curricular and extra-curricular activities, innovative and best practices, etc., and request them to cover the achievements/ infrastructure once widely in the feeder areas so that stakeholders develop a positive perception about the college. Media people shall be requested to extend help in improving admissions.
- Each Polytechnic shall constitute Admissions Promotion Committee (APC) as per table I above to oversee the entire admission process and form Branch wise admissions teams. The committee and teams shall carry out Branch wise admission analytics for the past three years and fix targets by Branch wise and team- wise for AY 2021-22 as explained in Table II.
- They shall collect the information on perception levels of each Branch among the students and public and try to improve it, if there is negative perception on a particular Branch
- Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis shall be carried out in respect of each Branch and targets shall be fixed accordingly. The stakeholders shall be explained the strengths of the Branch, future innovative plans of the involved departments and assure them how college

delivers goods as per the expectations of the students and other stakeholders. Committee members shall explain the opportunities – like existence of local industries for employment opportunities, internships, project works, etc. They shall develop strategies to convert weakness and threats into strengths and advantages.

- Some Principals and staff members, having direct/ indirect linkages with private Polytechnics or other 2nd Shift Polytechnics in Engineering colleges, may dissuade students not to join our colleges and encourage them to take admissions in private Polytechnics. Principal shall bring such cases to the notice of the CTE for dealing with such people sternly.
- Principals should involve non teaching staff, Librarian and Physical Directors along with faculty members in the admission committees.
- Branch - wise Admission teams have to visit all the feeding High schools to collect student data including mobile numbers. These committees need to interact with the Principals as well as staff of High Schools to seek their cooperation in motivating their students to join in our Govt.Polytechnics by explaining the infrastructural facilities available in our Polytechnics. Each committee can create a whatsapp group with the mobile numbers obtained from the High Schools. Admission committee members have to reach the students and parents in their door to door campaign.
- Polytechnics were categorized into I,II,III groups basing on admitted strength of AY 2020-21 and strategies for improving admissions were presented in table II.

Table 2: Categorization and strategies to enhance admissions for AY 2021-22.

Admission Category Type (Based on Branch -wise admissions of 2020-21)	Division of Branch basing on 2020-21 admitted strength in Branch	Mandate/ Target	Strategies
I	≥ 75% admitted programmes	100% admissions	
II	≥ 51% - ≤ 74%	<ul style="list-style-type: none"> • 100% admissions • A minimum increase of 25% over 2020-21 admitted strength shall be assured. 	
III (Branches to be laid more focus)	≤50% admitted Branches	A minimum of 50% admissions shall be assured during 2021-22.	<ul style="list-style-type: none"> • The Branches, basing on sanctioned intake, shall be categorized into and respective targets must be fixed for Y 2021-22 as detailed below. i) Category A: (Sanctioned strength 60 & Above): A minimum of 60% admissions shall be assured. ii) Category B (Sanctioned strength 40-59): A minimum of 70% admissions shall be assured. iii) Category C (Sanctioned strength below 40): A minimum of 80% admissions.

- B) **Preparation of a good quality video:**
Admissions Promotion Committee shall prepare a video showcasing the achievements, infrastructure facilities, academic programs, laboratory facilities, faculty expertise etc. This shall be shared to all stakeholders through social and electronic media, including Facebook, WhatsApp group, local city cable system, alumni, etc., created by the admission committees with all second-year intermediate students in the catchment area.
- C) **Updating the Polytechnic website with all its previous activities and achievements-** curricular, co-curricular and extra-curricular activities. The Polytechnic website shall be widely taken into student community to know about the salient features of the college, its infrastructure, facilities, amenities, achievements, vision, mission, faculty, etc.
- D) **Conduct of online Awareness cum Bridge Course:**
- Colleges shall conduct a One Hour bridge course/coaching every day for one week to the SSC passed out students in the catchment area through online platforms like Google Suite, Zoom etc., and explain the available Branches, innovative pedagogical techniques, IT infrastructure, awareness on Polytechnics student-centric activities such as interactive teaching-learning process, internships, field / educational trips, project works etc.
 - Department-wise uniqueness, innovative practices, action plan for the ensuing academic year shall also be explained (Please see CTE's initiatives and other features to be prepared as brochure/pamphlets for campaigning among stakeholders).
 - Special focus may be given to moral education and cultural activities in this program. Students' interaction may also be involved in this program.
 - To attract the students, online quizzes, elocutions, spot debates and short discussions and journal paper writing may be incorporated.
- E) **Establishment of Help Desk:**
- Each Polytechnic should constitute at least one helpdesk with a minimum of two staff members with a dedicated contact phone number with whatsapp facility. The help desk team should interact with the parent as well as students in polite and pleasing manner.
 - Depending on the number of students approaching the Polytechnic, the help desk team should provide internet enabled desktops/laptops, printer and stationary for online admissions process.
 - The help desk team shall provide Complete guidance to the candidates on online admissions procedures, documents required, fee particulars, time lines, etc., who approach the campus for online admissions.
- F) **Advertising:**
- The Principal of the Polytechnic has to take initiative to provide wide publicity about the Physical infrastructure, Academic Excellence, digital infrastructure, laboratory etc., through print and electronic media, local cable TV, flexi banners, F.M radio, village secretariats, present students, CPDC members, etc., in feeder areas.
- G) **Roping in Alumni Networks:**
- The Alumni association members of college, after creating alumni networks, especially those of last five years, shall be pressed into service for campaigning.
 - They shall be motivated to carry out campaign in feeder areas by propagating their testimonials about the college.

III) MONITORING STRATEGIES

A three-level monitoring process shall be put in place for guiding and monitoring the admission process effectively.

- A) **At CTE Level:** The Academic Section has to coordinate Polytechnics, SBTET authorities and APCETS vendor team for the smooth conduction of Online Admissions. CTE has to constitute Help Line Centres (HLCs) to identify and to resolve the issues related to online admissions.
- Deputy Director(Academic) and Development Officer of academic section shall prepare the list of Polytechnics with less than 75% admissions during AY 2020-21 and conduct a VC with the RJDs, Nodal Polytechnic Principals,

Principals of polytechnic and all faculty and issue instructions on online admission process.

- Academic Section shall prepare the Polytechnic – wise Branch list with less than 50% admissions during last AY and monitor the campaigning process by admission teams of colleges with the help of Nodal polytechnic. Principals shall try to resolve any issues encountered by the polytechnics with the help of respective Nodal polytechnics and respective RJDs, especially in providing financial resources to the colleges, or guidance, if any, required.

B) At RJD Level:

Regional Joint Directors, with the help of Nodal Polytechnic Principals, shall review the readiness and progress of Online Admissions of the Polytechnics District-wise in the zone on weekly basis. RJDs are requested to visit the colleges frequently and guide the Principals and suggest strategies for enhancement of admissions. They shall facilitate the financial or material requirements, if any, needed by Polytechnic from the Nodal Polytechnics. They are also endowed with the duty of ensuring well maintenance of facilities, amenities, clean and hygienic campus, etc., as these factors will play significant role in augmenting admissions. RJDs shall identify the staff, if any, who carry out subversive activities in collusion with the private players, which may prove to be detrimental to the admissions in to the colleges, and initiate disciplinary action against them.

C) At Nodal Polytechnic Level

Nodal Polytechnic principal, as the District as a unit, shall issue advertisements and as well carry out campaigning in the District on behalf of all colleges of the District. He has to monitor the progress of online admissions of colleges in their respective district daily. The Nodal Polytechnics has to identify the colleges with poor admission percentage in the previous year, provide guidance in preparing the action plan for better admissions. If necessary, financial support may also be provided to the needy colleges on loan basis. Any complacency on the part of college authorities in taking forward the admission process shall be taken to the notice of the respective Regional Joint Director.

COVERAGE OF POINTS IN CAMPAIGNING AND PREPARING BROCHURE / PAMPHLETS

Principals of each college shall

- Constitute Branch-wise (DME,DCE,DEEE,DECE etc.,) or route wise admission promotion committees depending on the local geographical conditions of catchment area and faculty availability. The committees shall be endowed with the duty of explain the educational services the colleges offer, viz.,
 - a) Quality initiatives of the college in the areas of Teaching-Learning Process – Adoption of NBA's Quality Indicator Framework in the polytechnic's community.
 - b) Experiential and Participative TLP: Equipment/ tool aided/ case study / Project based Teaching –Learning approach for enhanced understanding of the topic by the students.
 - c) Outcome based TLP: Programme and Course Outcome attainment assessment and remedial measures for ensuring 100% outcome attainment in all students
 - d) Quality and experienced faculty – Issue of Appointment orders of 399 faculty through APPSC
 - e) **Training & Placement and Employability skills Development programmes** – The CTE had entered into an agreement with CISCO and EDUSKILLS organization , to impart holistic training to students in employability skills from the academic year 2021-22 starting from intervening summer of II and III years through Final year for enhanced training in employability skills and employment opportunities. The importance of Job drives/ campus drives through Job Melas, Skill Development Centres (In certain colleges) and ELLs shall be taken into student community.
 - f) **Adaptation to English medium:** MoA with Cambridge University for imparting English speaking and Communication skills for students and faculty members

- g) **Promoting Culture of Innovation and start ups** through centres for Innovation, Incubation and Entrepreneurship.
- h) **A holistic education** through imparting values and character building, team spirit through project works, life skills through certificate courses, guest lectures, seminars, etc.
- i) **Training for competitive examinations in selected Govt. Polytechnics Coaching for E-CET entrance examinations.**
- j) Availability of state-of-the-art IT infrastructure and integrating it with TLP into using Digital Class rooms, Virtual Class rooms, Internet facility, Wi-Fi, etc., available in our Polytechnics.
- k) **Physical and digital Learning Resources:** Library's Physical resources, e-resources; e-books, e-journals, L.M.S, Reading Room, etc.,
- l) Monitoring the quality of the TLP with OTLM app with provision for conduct of online/ offline class work, feedback, grievance redressal, evaluation and assessment.
- m) **Facilities for women students:** hygienic rest rooms, waiting halls, WEC, Internal Complaints Cell (ICC) for women students, anti-ragging cell, etc.,
- n) Availability of important extra-curricular wings such as N.S.S, N.C.C, Department of Physical Education, Swatch Bharat, clean & Green, motivation to participate in community outreach programs, involvement of students in college infrastructure and facilities management, etc.
- o) **Importance of health through Physical Education Departments:** Encouragement to students through Periodical conduct of Polytechnic level, District level, State level tournaments, health awareness programmes, conduct of regular physical exercise drills to students for Physical fitness and health, training in physical fitness for competitive programmes and other Promotion of Physical fitness programmes among students by awarding credits.
- p) **Special Guest lectures by experts from renowned education institutions and industries in the specified topics**
- q) Discipline in the campus: Ensuring discipline both among students and staff through discipline enforcing committees.
- r) Capacity Building initiatives to the faculty members through FDPs, training programmes, seminars, workshops, etc.,
- s) Special Programmes for slow-learners – Remedial classes/ tutorials, personal attention and counseling through mentor-ward system.

**Sd/- POLA BHASKAR
COMMISSIONER**

Copy to,

1. Regional Joint Directors of Technical Education of A.U. and S.V.U. Region with a request to monitor the Progress of admissions in their respective Regions

2. The Principals of all Govt. Polytechnics


06/08/2021
For COMMISSIONER