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SHIVAJI UNIVERSITY, KOLHAPUR

Internal Quality Assurance Cell
ACADEMIC AND ADMINISTRATIVE AUDIT REPORT 2023-24

Name of the Department – Centre for Distance Education & Online Education (CDOE)

Date: - 25-07-2024

Commendations by the AAA Committee	• Well developed infrastructure. • SIM materials are well developed. • Good number of supportive staff.
Recommendations of the AAA Committee	• Number of online course as NEP need to be started. • Well defined future plan needed. • MoU should be strengthened with other Open Universities.

Grade Obtained by the Department:

(A = Excellent, B = Very Good, C = Good, D= Fair, E = Poor)

B

Signatures of the AAA Committee

Name		Sign
Prof. S. H. Bhosale	Chairman	
Prof. Devaraju Kuramkote Shivanna	Member	
Prof. Dr. J. P. Jadhav	Co-ordinator	

Estd : 1962
NAAC 'A++' Grade with CGPA 3.52

Shivaji University, Kolhapur
Centre for Distance and Online Education

Minutes of Meeting 20th August 2024

Meeting minutes of the committee constituted for the Centre for Internal Quality Assurance (CIQA) was held under the chairmanship of Hon'ble Vice Chancellor, Prof. (Dr.) D. T. Shirke on Tuesday 20th August, 2024 at 4.00 p.m. at the Management Council Hall, Main Building, Shivaji University, Kolhapur.
The following members were present for the meeting:

1	Prof. (Dr.) D. T. Shirke, Hon'ble Vice Chancellor	Chairman
2	Prof. (Dr.) S. S. Mahajan, Dean, Faculty of Commerce and Management	Member
3	Prof. (Dr.) N. V. More, Head, Department of Marathi	Member
4	Dr. Vaibhav Jadhav, Savitribai Phule Pune University, Pune	Member
5	*Dr. (Smt.) Sanjeevani Mahale, (Online) Yashwantrao Chavan Maharashtra Open University, Nashik	Member
6	Shri. V. B. Shinde, Deputy Registrar, Centre for Distance and Online Education	Member
7	Prof. (Dr.) S. D. Delekar, Director, Centre for Internal Quality Assurance	Member – Secretary

Prof. (Dr.) P. S. Patil, Hon'ble Pro-Vice Chancellor & Dr. V. N. Shinde, Registrar were present for the meeting as a guest member. Prof. (Dr.) Smt. S. H. Thakar, I/c Dean, Faculty of Science and Technology and Smt. P. R. Deshmukh, Deputy Registrar, Finance and Accounts Section were unable to attend the meeting.

Dr. S. D. Delekar, Director, Centre for Internal Quality Assurance welcomed the members of the committee, and also presented an action taken report.

The agenda for the meeting was taken item-wise and discussions for each were followed by the recommendations as follows:

Item No. 1 Confirmation of the meeting minutes held on 10th June, 2024.
(Note : A meeting of the committee constituted under the Centre for Internal Quality Assurance (CIQA) was held on 10th June, 2024. A copy of the meeting minutes is enclosed herewith for confirmation.)

Resolution : Minutes of meeting held on 10th June, 2024 are confirmed and approved by the Committee.

Item No. 2 Consideration of the ODL Programmes Annual Report of the Centre for Internal Quality Assurance (CIQA) for the year 2023-24.

(Note : University Grants Commission, New Delhi has communicated to University vide e-mail dated 01th July, 2024 to submit the Annual Report of ODL Programmes for the academic year 2023-24 on or before 31st August, 2024. Accordingly, the Centre for Distance and Online Education has prepared the Annual Report of the academic year 2023-24. A copy of the Annual Report is enclosed for consideration.)

Resolution : The ODL Programmes Annual Report of CIQA prepared by Centre for Distance and Online Education for the Academic Year 2023-24 is approved and recommended to the Management Council for final approval.

Item No. 3 Consideration of the OL Programmes Annual Report of the Centre for Internal Quality Assurance (CIQA) for the year 2023-24.

(Note : University Grants Commission, New Delhi has communicated to University vide e-mail dated 01th July, 2024 to submit the Annual Report of OL Programmes for the academic year 2023-24 on or before 31st August, 2024. Accordingly, the Centre for Distance and Online Education has prepared the Annual Report of the academic year 2023-24. A copy of the Annual Report is enclosed for consideration.)

Resolution : The OL Programmes Annual Report of CIQA prepared by Centre for Distance and Online Education for the Academic Year 2023-24 is approved and recommended to the Management Council for final approval.

Item No. 4 Consideration of the possibility of providing concessions or waivers in processing fees for students enrolled in Dual Degree Programs.

(Note : The feasibility of implementing concessions in processing fees for students pursuing dual degrees. This aims to make education more accessible and encourage students to take advantage of dual degree opportunities.)

Resolution : The subject has been withdrawn and will be presented separately to the Academic Council.

Item No. 5 The admission process without Transfer Certificates (TC) or Migration Certificates (MC) for Centre for Distance and Online Education students is for consideration.

(Note : The implications of allowing admissions without TC/MC, particularly in addressing barriers to enrolment, issues related to pending eligibility in the first year, and the impact on admissions for the second year. This proposal seeks to streamline the process and support continuous enrolment for CDOE students.)

Resolution : The admission process for Centre for Distance and Online Education students without Transfer Certificates (TC) or Migration Certificates (MC) is approved. Guidelines should be prepared for the same.

Item No. 6 Review of the proposal to publish merit lists / issue Rank Certificates for distance education students, similar to the process for regular students.

(Note : Previously, rank certificates included both regular and distance education students together, it is for discussion whether to continue this general practice or to issue separate rank certificates for distance learners, considering the distinct methods of learning and assessment in these two modes. This approach would better reflect the unique achievements and challenges of distance learners.)

Resolution : Guidelines should be prepared for publishing merit lists and issuing Rank Certificates to distance education students.

Item No. 7 Consideration of the mechanism to ensure the proper implementation of the Programme Project Report (PPR).

(Note : To finalize the mechanism to ensure that the PPR is executed effectively and that it meets the required academic standards, contributing to continuous improvement in program quality.

Resolution : To ensure a proper mechanism of Programme Project Report (PPR), committee should be constituted under the Deans of the respective programmes.

Item No. 8 Any other items with prior permission of the Chairman.

a. To increase student enrollment in various courses at the Centre, an internal committee has been constituted under the chairmanship of the Deputy Registrar, CDOE, to suggest appropriate measures. The recommended measures should be implemented effectively, with continuous follow-up to ensure success.

The meeting was concluded with vote of thanks.

Prof. (Dr.) S. D. Delekar
Director
Centre for Internal Quality Assurance
Member-Secretary

Prof. (Dr.) D. T. Shirke
Vice Chancellor
Chairman

Estd : 1962
NAAC 'A++' Grade with CGPA 3.52

Shivaji University, Kolhapur
Centre for Distance and Online Education

Minutes of Meeting 23rd June 2025

Meeting minutes of the committee constituted for the Centre for Internal Quality Assurance (CIQA) was held under the chairmanship of Hon'ble Vice Chancellor, Prof. (Dr.) D. T. Shirke on Monday 23rd June, 2025 at 4.00 p.m. at the Management Council Hall, Main Building, Shivaji University, Kolhapur.

The following members were present for the meeting:

1	Prof. (Dr.) D. T. Shirke, Hon'ble Vice Chancellor	Chairman
2	Prof. (Dr.) S. S. Mahajan, Dean, Faculty Commerce and Management	Member
3	Prof. (Dr.) M. S. Deshmukh, Dean, Faculty of Humanities	Member
4	Prof. (Dr.) P. B. Mane, Head, Department of English	Member
5	Dr. M. T. Gophane, Head, Department of Mathematics	Member
6	Prof. (Dr.) Smt. D. R. Ingavale, I/c Director, MBA Unit	Member
7	Dr. Vaibhav Jadhav, (Online) Director, School of Open and Distance Learning, Savitribai Phule Pune University, Pune	Member
8	Dr. Shivaji Sargar, Director, Centre for Distance and Online Education, Mumbai University, Mumbai	Member
9	Dr. K. B. Patil, I/c Director, Centre for Distance and Online Education	Member
10	Shri. V. B. Shinde, Deputy Registrar, Centre for Distance and Online Education	Member
11	Smt. P. R. Deshmukh, Deputy Registrar, Finance and Accounts	Member
12	Prof. (Dr.) S. D. Delekar, Director, Centre for Internal Quality Assurance	Member – Secretary

Prof. (Dr.) P. S. Patil, Hon'ble Pro-Vice Chancellor & Dr. V. N. Shinde, Registrar were present for the meeting as a guest member. Prof. (Dr.) A. M. Gurav, Head, Department of Commerce and Management were unable to attend the meeting.

Dr. S. D. Delekar, Director, Centre for Internal Quality Assurance welcomed the members of the committee, and also presented an action taken report.

The agenda for the meeting was taken item-wise and discussions for each were followed by the recommendations as follows:

Item No. 1 Confirmation of the meeting minutes held on 20th August, 2024.

(Note : A meeting of the committee constituted under the Centre for Internal Quality Assurance (CIQA) was held on 20th August, 2024. A copy of the meeting minutes is enclosed herewith for confirmation.)

Resolution : Minutes of meeting held on 20th August, 2024 are confirmed and approved by the Committee.

Item No. 2 Consideration of e-content Policy for ODL and OL Programmes.

(Note : Centre for Distance and Online Education is offering ODL and OL programmes. These programmes are UGC-DEB recognized and AICTE approved. As per UGC guidelines e-content is one of the four important quadrants.

The e-content Policy is made to ensure smooth functioning and standard procedures. It will help in maintaining quality, consistency, and proper workflow in the creation and management of e-content. Draft of the Standard Operating Procedure (SOP) for e-Tutorial has been prepared. Hence, a copy of e-content Policy for ODL and OL Programmes is for consideration.)

Resolution : The e-content Policy made for ODL and OL Programmes is approved with modifications and recommended to the Management Council for final approval.

Item No. 3 Preparation of the Academic Plan for ODL and OL programmes for the Academic Year 2025-26.

(Note : In accordance with quality assurance norms, the academic plan is prepared which outlines the course delivery schedule, academic calendar, mode of instruction, assessment strategies, and learner support mechanisms. The plan aims to ensure structured implementation of academic activities and enhance learner engagement. It will ensure effective delivery and compliance with regulatory standards. Hence, a copy of Academic Plan is for approval.)

Resolution : Academic Plan for the Academic Year 2025-26 is approved.

Item No. 4 Preparation of Programme Project Reports (PPRs) for Online M.Com. and Online M.Sc. (Mathematics) Programmes.

(Note : UGC, New Delhi has Entitled to offer Online M.Com. and Online M.Sc. (Mathematics) Programme through Online Mode from the academic session February, 2025 under Centre for Distance and Online Education. The PPRs of the said programmes are developed in accordance with the UGC regulations and cover details such as programme objectives, eligibility, course structure, credits, learning outcomes and student support.

Hence, the copies of Programme Project Reports (PPRs) for Online M.Com and Online M.Sc. Mathematics are for approval.)

Resolution : Programme Project Reports (PPRs) of Online M.Com. and Online M.Sc. (Mathematics) Programmes is approved with modifications. Two years syllabus should be ~~mentioned~~ included in the PPR. (Second year Syllabi of aforementioned Programmes)

Item No. 5 Reconsideration of the earlier agenda Item No. 5 & 6 of CIQA as recommended by the designated committee.

(Note : The subcommittee is designated for the preparation of guidelines regarding TC/MC, Merit List and Rank Certificates, it is proposed to collect information and guidelines followed by other universities in Maharashtra and frame the current ordinance accordingly.

Resolution : The earlier agenda Item No. 5 & 6 of CIQA as recommended by the designated committee is noted.

Item No. 6 Any other items with prior permission of the Chairman.

a. Proposal for Launching a Stand-alone Online Certificate Course Based on a Selected Paper from existing Online Programmes [M.Com., M.B.A. and M.Sc. (Mathematics)]

Resolution: Centre for Distance and Online Education shall identify one high-demand and academically relevant paper from among its existing fully online programmes M.Com., M.B.A. or M.Sc. (Mathematics) and design a stand-alone online certificate course based on it.

This initiative is proposed as per the valuable suggestion of the Hon'ble Pro-Vice Chancellor to cater to the interests of a larger group of learners and external stakeholders. The course will be offered to the general public in compliance with UGC guidelines for online learning. A detailed proposal shall be developed and placed before Academic Council for review and further necessary action.

b. Proposal for Formulating Guidelines for Online Certificate Courses and MOOCs under the Banner of "Shiva Swayam"

Resolution: Centre for Distance and Online Education shall initiate the formulation of comprehensive guidelines for the development and delivery of Online Certificate Courses and MOOCs, to be offered under the official banner of "Shiva Swayam", Shivaji University's dedicated platform for open and flexible learning.
These guidelines will cover aspects such as:

- Course structure and duration
- Academic approval process
- Content development and quality standards
- Pedagogical approach
- Learner support mechanisms
- Evaluation and certification framework
- Compliance with UGC and SWAYAM guidelines

The objective is to facilitate quality-driven, scalable, and inclusive online learning opportunities for diverse learner groups within and beyond the university ecosystem.

A draft guideline document will be prepared and submitted to Academic Council for detailed discussion, refinement, and final approval.

The meeting was concluded with vote of thanks.

Prof. (Dr.) S. D. Delekar
Director
Centre for Internal Quality Assurance
Member-Secretary

Prof. (Dr.) D. T. Shirke
Vice Chancellor
Chairman

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दूरशिक्षण व ऑनलाईन शिक्षण केंद्र
दूरध्वनी – ईपीएबीएक्स – २६०९१०५, २६०९४५१, २६०९४५२
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जा.क्र. शिवाजी वि/सीडीओई/187 दिनांक : 18 MAR 2025

प्रति,

१ प्रा. डॉ. एस. एस. महाजन, : — अध्यक्ष
मा. अधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, शिवाजी विद्यापीठ, कोल्हापूर

२ डॉ. के. व्ही. मारूलकर, : — सदस्य
समन्वयक, एम. कॉम. ऑनलाईन अभ्यासक्रम
वाणिज्य व व्यवस्थापन अधिविभाग,
शिवाजी विद्यापीठ, कोल्हापूर

३ डॉ. (श्रीमती) डी. आर. इंगवले, : — सदस्य
समन्वयक, ऑनलाईन
एम.बी.ए. युनिट, शिवाजी विद्यापीठ, कोल्हापूर.

४ डॉ. एस.एस. भोला, : — सदस्य
कर्मवीर भाऊराव पाटील, इन्स्टियुट ऑफ मॅनेजमेंट एज्युकेशन सायन्स ॲण्ड रिसर्च, वारे, सातारा.
सदस्य व्यवस्थापन अभ्यासमंडळ.

विषय: दि.२१.०३.२०२५ रोजी होणा—या 'e-Content Review and Approval Committee (e-CRAC)' च्या बैठकीस उपस्थित राहणेबाबत.....

महोदय / महोदया,

दूरशिक्षण व ऑनलाईन शिक्षण केंद्रांतर्गत ऑनलाईन एम.बी.ए. या अभ्यासक्रमाच्या e-Content ना मान्यता देणेकामी मा. अधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा यांच्या अध्यक्षतेखाली गठीत करण्यात आलेल्या 'e-Content Review and Approval Committee (e-CRAC)' उपरोक्त समितीची बैठक दि. २१.०३.२०२५ रोजी दु. १२.०० वा. या केंद्रामध्ये आयोजित केली आहे. तरी सदर बैठकीस आपण उपस्थित रहावे ही विनंती.

कळावे,

आपला विश्वासू,
Bhinde
उपकुलसचिव

Centre for Distance and Online Education
Shivaji University, Kolhapur
Online MBA Programme 2024-25

Report on Efforts to Increase Online MBA Admissions

Prepared by –
Smt. Supriya U. Mogale
Programme Coordinator

Introduction

This report outlines the comprehensive strategies and initiatives undertaken to increase awareness and enrollment for the Online MBA program at Shivaji University. A multi-channel approach was adopted to reach a diverse audience, including direct counseling for students approaching the department, targeted outreach to interested candidates through phone calls, emails, and social media. Additionally, visits to local industrial hubs, colleges, and government offices, as well as collaboration with influencers and bloggers, helped extend the program's visibility. Efforts were also made to engage with alumni, HR professionals, and students through multiple platforms, ensuring that the program's benefits were effectively communicated to a wide range of potential candidates. Through personalized communication and strategic outreach, the goal was to maximize enrollments and provide prospective students with all the necessary information to make informed decisions about their educational future

1. Counselling Students Approaching the Department

All students who directly approached the department were provided detailed counselling. This included an explanation of the programmeme structure, benefits of pursuing an Online MBA, career prospects, and addressing their queries and concerns to help them make informed decisions.

2. Contacting Interested Candidates

Candidates who expressed interest in the programmeme through various channels were contacted via phone calls. These conversations were aimed at understanding their requirements, providing clarity on the programmeme, and guiding them on the admission process.

3. **Messaging and Email Campaigns**

   Personalized messages and emails were sent to interested candidates. These communications included programmeme details, brochures, application guidelines, deadlines, and direct links to the application portal to ensure ease of access.

4. **Graduate Pass-Out Data Contacted**

   A database of all recent graduates was utilized to reach potential candidates. Emails and messages were sent to inform them about the Online MBA programmeme, emphasizing its value for career advancement.

5. **Engaging Website Visitors**

   Contact information from students who visited the Shivaji University website was collected and followed up through calls and emails. Queries from these visitors were addressed promptly, and additional programmeme details were shared to convert interest into admissions.

6. **Social Media Outreach**

   Posts about the Online MBA programmeme were shared across multiple social media platforms, including WhatsApp, Facebook, and Instagram. These posts were designed to highlight the programmeme's features, success stories, and enrollment benefits. Queries received via social media were addressed immediately, and additional information was shared through follow-up emails.

7. **Word-of-Mouth Promotion**

   Programme details were shared extensively within personal and professional networks, including family, friends, relatives, and colleagues. This helped spread awareness and generate referrals from trusted sources.

8. **Content creation for Digital Marketing Team**

   I helped increase admissions by working with the digital marketing team. I provided content for the images and suggested changes to make them more attractive and effective. This helped the program reach more people and attract more students.

9. **Emails to students who visited website and Landing page**

   To increase admissions, implemented a targeted follow-up strategy based on student engagement with our website, collected data on students who visited our landing page and filled out the inquiry form, which provided valuable insights into potential leads. Using this data, I sent personalized follow-up emails to these students, sharing a detailed brochure and other relevant information about our programmes. This approach ensured that students who showed interest received the necessary resources to make informed decisions. By reaching

out promptly and offering detailed information, I aimed to nurture leads and guide them toward enrolling in our courses, ultimately increasing the likelihood of conversions and boosting admissions.

10. Visit to MIDCs in Kolhapur

To target working professionals who may have an interest in the Online MBA programme, visits were conducted to three prominent MIDCs in Kolhapur:

1. **Gokul Shirgaon MIDC,**
2. **Shiroli MIDC**
3. **Kagal MIDC**

The following activities were carried out:

a. **Approaching three MIDC Associations**

The associations managing each MIDC were approached to introduce the Online MBA programme. Meetings were conducted to explain the programme's benefits for employees looking to advance their careers.

b. **Presentations and Information Sessions**

Informational presentations were delivered to the association representatives and select groups of employees, highlighting the programme structure, flexibility, and career opportunities it offers.

c. **Brochure Distribution**

Brochures containing detailed information about the Online MBA programme were distributed to employees across various companies within the MIDCs.

d. **Email Outreach to MIDC Officials**

Emails were sent to the official contacts of MIDC representatives, containing programme details, brochures, and application links. The officials were also requested to share the information with companies operating within their MIDCs to maximize reach.

These efforts were aimed at increasing awareness and interest among working professionals in these industrial hubs, emphasizing the convenience and career benefits of pursuing an Online MBA.

11. Meeting with Social Media Influencers and Kolhapur bloggers

A strategic meeting was organized at the department, involving bloggers, social media influencers, radio jockeys (RJs), and content creators from Instagram, in collaboration with the PROs of Shivaji University. The purpose of the meeting was to leverage their reach and influence to promote the Online MBA programme.

a. **Programme Presentation**

During the meeting, a detailed presentation of the Online MBA programme was given, highlighting its unique features, career benefits, and flexibility for working professionals and graduates.

b. **Request for Promotion**

Influencers, bloggers and content creators were requested to share posts and create content about the programme on their respective social media platforms, emphasizing the value of the programme for their audiences.

12. Social Media Impact

Many influencers shared posts on their feeds, while some went a step further and created engaging reels. These posts and reels garnered thousands of views, significantly increasing the programme's visibility and generating interest among potential candidates.

13. Reel on Instagram by RJ

As part of the promotional efforts, RJ Sumit, a popular social media influencer with over 2 lakh followers, was approached to create a reel showcasing the Online MBA programme. The reel, shared on his social media profile, highlighted the programme's key features and benefits in an engaging and relatable manner, resonating with his large follower base. It garnered thousands of views, generating significant interest, with several candidates reaching out to the department for more details. All inquiries were promptly addressed, and comprehensive information about the programme was provided to the interested individuals.

14. Visits to Colleges and Institutes in Satara

To promote the Online MBA programme among students and alumni, visits were conducted to prominent colleges and institutes in Satara:

1. **KBP College of Engineering, Satara**
2. **Yashoda Technical Campus, Satara**

3. **KBP Institute of Management Studies and Research, Satara**

Activities Conducted:

a. **Meetings with Directors and Staff**: Meetings were held with the directors, faculty members, and administrative staff to introduce the Online MBA programme and discuss its benefits.

b. **Interaction with Students**: Direct interactions with students were conducted to explain the programme features and address their queries.

c. **Distribution of Promotional Materials**: Brochures were distributed to students and employees, and posters were handed over for display on the colleges' notice boards to ensure better visibility.

d. **Email Campaign**: Detailed programme information was sent to the institutes via email for wider dissemination among students and staff.

e. **Alumni Outreach**: The administrative staff were specifically requested to share the programme details with their alumni networks, tapping into a broader audience of graduates.

15. Visit to Kolhapur Zilha Parishad

A visit to Kolhapur Zilha Parishad was conducted to promote the Online MBA programme among government employees. After meeting the CEO and obtaining permission, 20 departments were visited, where detailed information about the programme was shared with the staff. Brochures highlighting the programme's features and benefits were distributed, and employees were encouraged to share the information with their friends and family. This initiative aimed to create awareness within the organization and extend the outreach through word-of-mouth promotion.

16. Communication with Study Centres and Affiliated Colleges

Communication was established with study centers and all affiliated colleges to promote the Online MBA programme. Emails were sent containing detailed programme information, along with brochures and posters. The colleges were requested to display the materials prominently on their notice boards to ensure visibility among students and staff. This approach aimed to leverage the wide network of affiliated institutions to spread awareness and encourage inquiries about the programme.

17. Communication with HR Forum Group

The Online MBA programme was promoted through the HR Forum, a WhatsApp group comprising HR and administrative staff from various companies in Kolhapur. A detailed post about the programme was shared in the group, highlighting its features and benefits.

Interested candidates who responded were promptly contacted, and detailed information was provided to address their queries. This initiative leveraged the collective reach of the HR professionals to generate interest and spread awareness about the programme within the corporate community.

18. Visit to DIC (Udyog Bhavan)

A visit was made to the District Industries Center (Udyog Bhavan) to promote the Online MBA programme. During the visit, a meeting was held with the General Manager, where a detailed presentation about the programme was given, emphasizing its relevance for professionals in the industry. Posters and brochures were distributed and displayed on the office notice board to ensure visibility. The General Manager was also requested to share the programme details further within their network to extend outreach and awareness.

19. Presentation at Kolhapur Urban Bank Association

A presentation was conducted at the Kolhapur Urban Bank Association, which has an MoU with Shivaji University, to promote the Online MBA programme. The session was attended by all directors and employees of the association. During the presentation, detailed information about the programme's features and benefits was shared. Brochures and posters were distributed to the attendees, and they were requested to further disseminate the information to their bank employees, as well as their friends and family, to maximize outreach and awareness.

20. Communication with Disha Computer Institute

Communication was established with Disha Computers Institute to promote the Online MBA programme. Information about the programme was shared online, along with brochures highlighting its features and benefits. The institute was requested to disseminate the details among their students to create awareness and encourage interest in the programme.

21. Presentation with aal banks employees at IT hall

A presentation was organized for all bank employees at the IT Hall of Shivaji University to promote the Online MBA programme. A detailed PowerPoint presentation was delivered, highlighting the programme's features, benefits, and flexibility for working professionals. The session was well-attended by employees from various banks, and queries from interested participants were addressed through on-the-spot counselling. Additionally, a list of email addresses of the attendees and concerned bank representatives

was collected, and a follow-up email was sent with comprehensive programme details to ensure further engagement and awareness.

22. Enquiry through WhatsApp Business Account

As directed by the digital marketing team, a WhatsApp Business account was created to streamline communication with potential candidates. Inquiries received via WhatsApp and phone were promptly addressed, with detailed information about the Online MBA programme shared through messages, emails, and brochures. Personalized counselling was also provided to guide interested candidates and resolve their queries, ensuring an effective and responsive communication channel.

Temporary Programme Co-ordinator
Centre for Distance and Online Education
Shivaji University, Kolhapur