



SARDAR BHAGWAN SINGH UNIVERSITY

(Established vide Uttarakhand Act 12 of 2018)

Balawala, Dehradun-248161, Uttarakhand, India

Managed by - Gaurav Bharli Shiksha Sanshan

Telefax 91-135 2686286, E-mail: mail@sbsuniversity.edu.in, www.sbsuniversity.edu.in

SBSU/VC/

Date: March 3, 2025

Minutes of the Vice-Chancellor's Meeting: Review of Admissions 2024 and Preparations for Admissions 2025

Date: March 3, 2025 Time: 10:30 AM Venue: Biotech Hall

Attendees:

- Hon'ble Vice-Chancellor (Chairperson)
- Registrar, Deputy Registrar (Admin), Heads of Departments (HODs) / In-Charges, Controller of Examinations (COE)
- Associate Dean (Admissions)

The Hon'ble Vice-Chancellor commenced the meeting with a welcome address.

1. Review of Admissions 2024: Dr. Nidhi S Belwal read the brief review report on Admission 2024.

• Enrolment Performance:

- Target enrolment: 989 students.
- Actual enrolment: 325 students.
- Postgraduate (PG) programs in Pharmacy & Physiotherapy achieved full enrolment.
- Undergraduate (UG) programs except Physiotherapy experienced low enrolment.
- The Bachelor of Computer Applications (BCA) program received a positive response.
- The Bachelor of Business Administration (BBA) program experienced low enrolment, attributed to the perceived high fee structure.

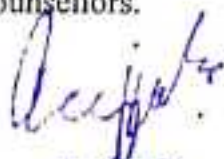
• Identified Challenges:

- Inaccurate or insufficient data from College Dekho.
- Inadequate follow-up on prospective student data.
- Dissatisfaction expressed by educational consultancies.

3. Preparations for Admissions 2025:

• Activities Conducted:

- Conduct 15-20 school visits (off & on campus).
- Send personalized welcome messages to all prospective candidates for the Admission.
- Introductory calls to all the enquiries and the School data were made by the Counsellors.


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- **Faculty Suggestions:**

- Reintroduce Bachelor of Commerce (Honors) and Bachelor of Arts (English Honors) programs based on student inquiries.
- Offer certified language courses.
- Explore the possibility of introducing a Nursing program.
- Publish announcements of new courses on the official university website.
- Implement scholarship programs for students from neighbouring states.
- Organize health camps to promote the university and its programs.
- Establish Outpatient Departments (OPDs).
- Revise and enhance the incentive structure for admissions personnel.

- **Admissions Office Requirements:**

- Recruitment of 3-4 telecallers.
- Recruitment 2-3 marketing executives.
- Strengthen transportation resources for admissions activities.
- Renew subscriptions with Times of India (TOI), Shiksha, and Jagran Josh.
- Review and implement the College Duniya proposal submitted by Dr. Nidhi S. Belwal.
- Provide the admissions office with a comprehensive fee structure, including hostel and transportation charges, in a timely manner.
- Develop and distribute updated promotional materials.
- Expedite the printing of the university brochure.
- Integrate the B.Tech. Computer Science (CS) program in the program list of Meritto.

- **Action Plan:**

- The Hon'ble Vice-Chancellor requested a detailed, weekly action plan from the admissions office.

The meeting was adjourned with a vote of thanks to the Chair.



Dr. Nidhi Belwal
Assoc. Dean (Admissions)

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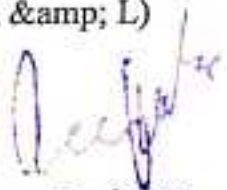
Hon'ble President

Hon'ble Vice Chancellor

Registrar/DSW/Director IQAC /Manager

Dy Registrar (Admin)/(HR & L)

All HODs/Incharges



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SBSU/ADMC/

Date: 22nd March, 2025

Minutes of the Meeting: Daily Routine follow up for Admissions 2025

Date: 21st of March, 2025, Time: 03:00pm Venue: Admission Office

Attendees:

- Dr. Nidhi S. Belwal (Associate Dean Admisson)
- Dr. Anil Kumar
- Mrs. Neha Joshi (Counselor)
- Mrs. Priya Rawat (Counselor)
- Ms. Pratibha Gusain (Telecounselor)
- Mr. Amit K. Rajput (Computer Operator)

Dr. Nidhi S. Belwal welcome all the attendees and briefed about the roles and responsibilities of admission office members which is as follows:

1. Daily calling schedule for Admissions 2025:

S. No.	Responsibility	Timing
1	Merritto	10:00 am – 11:00 am
2	Visited School Data	11:00 am – 01:00 am
3	Messages and Whatsapp	02:00 pm – 03: pm
4	UK Board Data Calling	03:00 pm – 04:30 pm
5	Daily Report	04:45 pm

2. District wise UK Board School data distributed to the counsellor.

S. No.	Responsibility	District
1	Ms. Neha Joshi	Dehradun, Uttarkashi
2	Ms. Priya Rawat	Haridwar, Tehri
3	Ms. Pratibha Gusain	Pauri Garhwal , Chamoli, Rudraprayag

3. Visited School data distributed to the counsellor.

4.


S. No.	Responsibility	Visited School Data
1	Ms. Neha Joshi	Galcier Public School, Vivekanad School
2	Ms. Priya Rawat	Canteburry, Foothills Academy
3	Ms. Pratibha Gusain	Nirmal Gyan Daan

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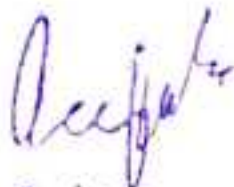


4. Other activities.

- Personal visit and Telephonic Query is supposed to be maintained in excel on daily basis. The same needs to be uploaded in NPF daily.
- One contact number of Admsission Office to be added on face book social media chair so that the updates can be shared with the Queries.
- Announcement of admission for session 2025-26 to be done on social media for which Ms. Pratibha Gusain was assigned with the duty.
- It was suggested that all the Computers should be connected on network places for smooth functioning.
- It was also observed that the finalisation of the departmental Brouchers is still pending. It was instructed to get the brochures finalised as soon as possible.
- Dr. Nidhi S Belwal has asked the team to give suggestion for hoarding designs and prime locations for placing the hoardings.



Dr Nidhi Belwal
Assoc. Dean (Admissions)



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Balawala, Dehradun (Uttarakhand)



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SBSU/VC/05

Date: 17th April, 2025

Minutes of the Meeting

Date: April 11, 2025, Time: 3:40 PM

Venue: Biotech Hall

Chair: Hon'ble Vice-Chancellor

Attendees: Director (PS&T), DSW, All HODs/Incharges, Associate Dean Admission and all Faculty Members and Admission Counsellors University

Agenda: Admission 2025

1. Presentation of Action Plan for Admission 2025 : The Associate Dean of Admissions presented the Action Plan for Admission 2025. The presentation included:
 - Review of Admission Session 2024:
A detailed analysis of leads generated through various sources and the conversion from registration to admission across different courses was discussed.
 - Recommendations and Proposals (Status and Updates):
 - Recruitment of 2-3 Marketing Executives is recommended to enhance promotional activities.
 - 2 dedicated IT professionals are required to address and resolve technical issues in a timely manner.
 - 4-5 additional Tele callers should be appointed to strengthen follow-up and lead conversion efforts.
 - Approval is sought for additional seats in:
 - M.Sc. MLT: 30 seats
 - MPT (S): 10 seats
2. It was noted that limited course offerings are affecting enrolment. It was proposed to:
 - Introduce in-demand programs such as B.A. in Psychology
 - Launch Certificate Courses in French and German
 - Resume discontinued programs such as B.Com (Hons.) and B.A. (Hons.) English
3. Emphasis was placed on the upgradation and regular maintenance of the University website, particularly for timely updates on activities, news, and announcements to serve as a trustworthy information source for prospective students and parents.



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4. Action Plan Implementation: The plan covered promotion strategy, lead generation, scholarship policies, fee structures, counselling workflows, and database maintenance.
5. The Vice-Chancellor and members emphasized the importance of teamwork in admission-related outreach and University promotion.
6. Marketing Strategies: Members unanimously agreed on the need to strengthen marketing efforts, particularly by:
 - Placing billboards at key hotspots highlighting the scholarships offered by the University.
 - Promoting newly introduced courses for 2024 and 2025 through targeted advertising, including dedicated billboards and pamphlets

The meeting ended with a vote of thanks to the Chair.



Dr. Nidhi S Belwal
Associate Dean, Admission

CC:

- Hon'ble President
- Hon'ble Vice-Chancellor
- Registrar/DSW/Director IQAC/Manager
- Deputy Registrar (Admin & HR & Legal)
- All HODs/In-Charges/Hostel Wardens
- Admission Office
- Office Copy



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SBSU/VC/05

Date: 23rd April, 2025

Minutes of the Meeting

Date: April 19, 2025, **Time:** 3:00 PM

Venue: Biotech Hall

Chair: Hon'ble Vice-Chancellor

Attendees: Vice Chancellor
Deputy Registrar (Admin)
Associate Dean Admission
Admission Counsellors
Accounts, Library Staff, Lab Assistants & Other Staff

Agenda: Admission 2025

1. The Associate Dean (Admissions) presented the Action Plan for Admission 2025, along with detailed analysis of leads generated through various sources and conversion from registration to admission across different courses.
2. The Associate Dean (Admissions) mentioned the various reasons for the low number of admissions in 2024 and stated that the admission team is working on these issues for 2025 with full support of the management.
3. She also discussed the role of non-teaching staff in maintaining the reputation of the University, which ultimately affects admissions. She emphasised the importance of the team work and impact of actions and words used by the staff when interacting with visitors, as these reflect the efficiency of the organisation. She requested all to perform their duties with utmost dedication.
4. It was further briefed that during campus visits by the candidates and their parents staff and lab assistants to attend them properly. Classroom and labs must be kept in the presentable state. Any instruments or equipment needing repair must be addressed promptly to avoid any embarrassment during the visit.
5. During the student's academic stay, the importance of non teaching staff was also highlighted. The Associate Dean (Admissions) emphasised the need to follow the principles of being Polite, Welcoming and Available, so that the students have a positive academic experience and take back good memories upon completing these degree.
6. Lunch hours for the Accounts office and Library were also discussed. It was decided that half of the respective staff members will be available during the lunch hours to assist students.

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7. The following suggestions were made by the non-teaching staff.

(a) An increase in the incentive amount for students and staff was proposed, as a significant numbers of admissions are attributed to their efforts.

(b) Placements of hoardings and banners promoting the University at various prominent location in the city and surrounding areas was also suggested to enhance visibility.

(c) Introduction of online programme was recommended. The non teaching staff was informed about the requirement of UGC (2f) status for initiating online programme.

In conclusion the Hon'ble Vice Chancellor appreciated and motivated all the staff members to put their best effort to achieve the target of 600 admissions this year. He emphasised that the role of non-teaching staff is vital for the smooth functioning of the institution.

The meeting concluded with a vote of thanks to the Chair.



Dr. Nishi S Belwat
Associate Dean (Admissions)

CC:

- Hon'ble President
- Hon'ble Vice-Chancellor
- Registrar/DSW/Director IQAC/Manager
- Deputy Registrar (Admin & HR & Legal)
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SBSU/VC/

Date: April 23, 2025

Minutes of the Vice-Chancellor's Meeting: Review of Admissions 2025

Date: April 23, 2025 Time: 3:00 PM Venue: Biotech Hall

Attendees:

- Hon'ble Vice-Chancellor (Chairperson)
- Registrar, Deputy Registrar (Admin), Heads of Departments (HODs) / In-Charges, Controller of Examinations (COE)
- Associate Dean (Admissions)

The Hon'ble Vice-Chancellor commenced the meeting with a welcome address.

1. Dr. Nidhi S. Belwal read the brief review report on Admission 2025.
2. **Workflow for Admissions 2025** was discussed, which is as follows:
The Schools were divided into three different teams. These teams will be led by three different Counsellors.
 - o Neha Joshi-School of Pharmaceutical Sciences & Technology/ School of Business Management/School of Computer Sciences & School of Engineering.
 - o Priya Rawat-Allied Health Sciences & Life Sciences.
 - o Pratibha Gusain- School of Agriculture Sciences, Applied Chemistry & Basic Sciences.

Once the enquiry is marked hot & warm, it will be assigned to departmental login id. At this stage, enquiry will be visible to Admission counselor as well as to the faculty counsellor. The Faculty counselor will follow up & counsel the candidates for their subject/placement related queries. Further, follow up will be done according to the remarks.

3. Dr. Nidhi S. Belwal requested all HODs/ Incharges to visit Admission Office to check the progress report and accordingly discuss the future strategies to improve admissions. She further highlighted the significance of cooperation & coordination between admission office & departments on admission.
4. Dr. Nidhi, once again requested Hon'ble Vice Chancellor Sir for the requirement of telecallers & Marketing Executive, further she also requested that as the visits have started for admission, the B.Tech (CS) labs should be well prepared & in presentable stage.
5. Ms. Neha Joshi, Admission Counsellor discussed the key points of the counselling session of Student Inspire Programme (SIP) programme with physiotherapy students. The students were in complaining mode regarding basic facilities in their campus.
6. **Faculty Suggestions:** Placement of kiosk highlighting individual courses, as much as possible within the city & adjacent areas.

The meeting was adjourned with a vote of thanks to the Chair.

Associate Dean (Admissions)
Admission Office

CC:

Hon'ble President
Hon'ble Vice Chancellor
Registrar/DSW/Director IQAC /Manager
Dy. Registrar (Admin) (HR & I.)
All HODs/Incharges

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SBSU/VC/ADMS-25/MOM/06

Date: May 17, 2025

Minutes of the Vice-Chancellor's Meeting: Review of Admissions 2025

Date: May 14, 2025 Time: 3:00 PM Venue: Biotech Hall

Attendees:

- Hon'ble Vice-Chancellor (Chairperson)
- Registrar, Deputy Registrar (Admin), Heads of Department (HODs) / In-Charges, Controller of Examinations (COE)
- Associate Dean (Admissions)

The Hon'ble Vice-Chancellor commenced the meeting with a welcome address.

1. Dr. Nidhi S. Belwal read the review report on Admission 2025. Details of total Registrations and Admissions in UG and PG courses on date was compared to last year on date report where, expected numbers of admissions were found to be low in Pharmacy and Physiotherapy including other courses.
2. The reasons for low numbers were discussed which is as follows:
 - Receiving many enquiries for non-attending mode.
 - Infrastructure and low Visibility of University in market is affecting the admissions.
 - Student referrals are very few this year.
 - Our transport charges for Rishikesh are very high and had limited routes access.
 - The reviews by the existing students to the candidates visiting for admission have negatively impacted their conversion.
3. Many suggestions were given by faculty & admission counsellors to overcome the above issues.
 - a) For B.Sc. CBZ/PCM, the flexibility in attendance may be provided as suggested by the incharge of the department because these students are mostly preparing for competitive exams simultaneously.
 - b) Transport: Additional routes for the transport are required.
 - c) Maintenance of Hostel: Upgradation of facilities is must.
 - d) To enhance the student referral, it is necessary to make their academic stay happy & satisfactory for which every concerned member of the University has to take the responsibility.
4. Hon'ble VC sir suggested to conduct the 2nd series of Career Counseling (Webinar) for promoting Admission at SBSU.

The meeting was adjourned with a vote of thanks to the Chair.


Dr. Nidhi Belwal
Assoc. Dean (Admissions)

CC:

Hon'ble President

Hon'ble Vice Chancellor

Registrar/DSW/Director IQAC /Manager

Dy Registrar (Admin)/(HR & L)

All HODs/Incharges



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