



Yashwantrao Chavan Maharashtra Open University, Nashik – 422 222

5.1.1: Promotional Activities for Prospective Learners:

The Yashwantrao Chavan Maharashtra Open University has always aimed at becoming a ‘Mass Varsity’ through its need based educational Programs in various fields. The University has always made every effort to reach the poor and needy people living in remote parts of the state of Maharashtra. The educational Programs are designed to keep in mind the following main aspects

1. General education programs for the general public including working population, house wives and other members of the society.
2. Technical and professional academic programs for promoting skilled entrepreneurship development in the society.
3. Providing knowledge and skill to learners to empower them for undertaking self-employment activities and improve their performance at work.

In order to promote Programs for the prospective learners the University adopts following ways and conducts various activities

1. Publication of Advertisement in local and State/National level Newspapers:

The University publishes advertisements about the existing educational programs on offer and the new Programs to be introduced from the new academic year in local & State level newspapers. This enables learners to get information about the admission to the program. The University has 8 Regional centers spread all over the Maharashtra and the learners can get further information and consultation about the program at the Regional Centers and Learner Support Center.

2. Publicity of the Programs by the existing Learner Support Centers:

The University has huge network of study centers and these study centers are providing information to the prospective learners as well as academic and administrative support to the learners. Learner support centers organize public meetings on the center for the prospective learners to make them aware and informed about the program and the distance education system. LSC also publish advertisements in local newspaper and cable Television during the admission time. LSC provide information about open and distance learning during social functions like social gathering, students gathering, competition and social functions and festivals. The University has made provision for a separate budget for publicity of the educational programs.

3. Publicity of by the Regional Centers:

The University has 8 Regional Centers catering to needs of 36 districts in Maharashtra. The Regional Centers are acting like extended hands of university head quarter and extending services on behalf of university. The Regional Centers are headed by the Regional Director, Assistant Registrar and other administrative staff for taking care of administrative and financial matters as well as learner support services regarding admission and

examination. The Regional Directors periodically visit learner support centers in his/her jurisdiction and take stock of the working at LSC and make advise and suggestions for smooth working of the center and also motivate them to work harder to achieve expected results in the form of program outreach and learner enrollment.

4. Audio-Video Programs:

The University has state of an art Audio-Video Center equipped with all the technical facilities and trained staff to create audio-video programs for publicity giving complete information about the educational programs available to the learning community. The Center with the help of faculty members and subject experts has created programs on career Guidance, opportunities available to students after completing a program. The Center has produced various subject specific programs to provide additional information about development in the specific subject under consideration.

5. Web-Radiobroadcasting:

The University has launched Web Radio for giving information about the programs and providing academic counseling to learners through subject teachers and experts in the area. The programs are telecasted in two formats. They can be live, interactive or they can be recorded so as to enable learners listen to them as and when they wish. The programs made available through the web radio allow learners and general public as a viewer and they can also take part in live programs.

6. Web site of the University:

YMOU has a dedicated web portal (www.ycmou.digitaluniversity.ac) which gives complete information about the programs of the University and the admission and academic procedures to be followed while registering for the programs. The web portal provides details about the LSC so as to enable learners approach the center near to them for admission. The University has also made study material available to learners and general public on the web site so that they can have complete idea and information about the courses in program, its content and the self-instructional approach of the study material in the DE system. This creates awareness and eagerness in the mind of the prospective learners. The learners can download the study material and access the books as per their time and pace. The University also makes extensive use social media. The Programs as well as the admission procedures have been made available on You tube and facebook, through which the learners have easy access to the latest development in the academic and administrative field as well as introduction of new programs and academic events like seminar, experts visit to the University, their lecture and deliberation are available on them.

7. Organization of Educational Fair:

The University organizes Educational fair for the prospective learners and general public. In this fair following activities are carried out

- Discipline wise display of Programs through flex and banner.
- Discipline wise display of study material and electronic media.
- Free distribution of Pamphlets of various Programs.
- Face to face communication with the visitors.
- Extensive use of electronic media and interactions with the experts.
- Maintenance of record of the visitor with their contact details for further follow-up.

The university has made a possible ways to promote its Activities and reach the prospective learners.

Website Information on Face book

https://www.facebook.com/ycmouniversity/videos/2113226502250929/?so_channel_tab&rv_all_videos_card

Online Admission Process on Youtube

<https://www.youtube.com/watch?v=RQnzMjsb7nQ>

<https://www.youtube.com/watch?v=s4IG05G97nw>

Any other relevant information

Online Video:<https://www.youtube.com/watch?v=kGGyzP168pU&feature=youtu.be>

Study Centre and Regional Centre Approval PPT Link:

http://ycmou.digitaluniversity.ac/WebFiles/SC%20And%20RC%20Approval%20Process_10102020.pdf

Scholarship Guidelines Link:<https://www.ycmou.ac.in/scholarship>




Director
Student Services Division,
Y.C.M. Open University, Nashik.

ज्ञानगंगा घरोघरी