

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

REGIONAL CENTRE- VIAJAYWADA

Achievements of RC Vijayawada - July 2013 –January -2014

A. July -2013 Cycle:

- **Advertisement for admissions through Regional Newspapers on DAVP rates:**
- Advertisements for admission were issued four times for July-2013
In Udyoga Sopanam (2 times) Andhra Prabha and Telugu Vidyarthi (2 times)
- **Media Interaction and Press Releases:**
 - 78 Press Releases were issued by the Regional Centre and the Study Centers on different dates on Academic Programmes. The press releases pertained to:
 - a) Admission to Management programmes
 - b) Admission to B.Com(A&F) (Three times)
 - c) On the extension of admission date to July -2013 Session
 - d) Admission to Psychology Programmes
 - e) Admission to PGDPSM Programme
 - f) Promotional Meeting at Sangam Dairy regarding DDT Programme
 - g) Promotional Meeting and Press meet at IGNOU PSC-33017
 - **Press meets were organized** at Guntur (twice at 0104, 33017) for publicity and promotion of Programmes.
 - **Radio Programmes: (FM/AIR/Vijayawada)**

DATE	TOPIC	Participation	Station
10/6/2013	Live interactive programme on Admissions	Dr.V. Venugopal Reddy, RD and Dr.S.Fiayaz Ahmed, DD	AIR Vijayawada
27/6/2013	Live interactive programme on Admissions	Dr.V. Venugopal Reddy, RD	Gyan Vani New Delhi

- **Announcements on AIR:**

Press Release for the MP, BED and BSC(N) programmes sent to All India Radio (AIR) Vijayawada with a request to include the press release as the news item on 12.7. 2013. The AIR Vijayawada announced the press release in the various slots for four days i.e. 12.7. 2013 to 15.7.2013.

- **Teleconference on IGNOU Admissions- Live Interaction:**

The live interactive sessions organized by the Headquarters were promoted through press releases in four papers

- **Induction Meetings:**

- Induction Programmes were organized at all the 12 active LSCs for July-2013 Session. The Induction meetings were organized from 17th August 2013 to 1st September 2013. Well designed Guidelines were forwarded to students along the Admission confirmation letter and fee receipt. (Both for Fresh admission students and RR students)

- There was a wide Press coverage (30 press releases appeared in different News Papers) in the press on the Induction Programmes organized at various LSCs promoting the IGNOU Programmes in the Region.

- Academics of the Regional Centre participated in all the 12 induction meetings.

- **Information Brochures:**

- 14 (fourteen) Information and publicity brochures (1-14) and four others were printed and distributed to the prospective learners during promotional/other meetings. These are subject specific and General in nature. They are:

S. No.	Details of the Brochures
1	General Information Brochure (Two types)
2	Master Degree Programmes
3	Bachelor Degree Programmes
4	Computer Applications

5	Commerce Programmes
6	English Literature, Communication Skills, ELT and Translation
7	Management Programmes
8	School of Agriculture Programmes
9	Law Programmes
10	Tourism Programmes
11	B.Com (A&F)
12	Psychology Programmes
13	Certificate Programmes
14	Diploma Programmes
1	Confirmation of Admission for July 2013, along with Guidelines for Distance Learners
2	Confirmation of Re-Registration for July 2013, session along with Guidelines for Distance Learners
3	Revised Fee Details
4	Guidelines for LSCs

B. January-2014 Cycle:

- **Advertisement for admissions through Regional Newspapers on DAVP rates:**
- Advertisement of MP, B.Ed and BSC(N) uploaded on the website of IGNOU Regional Centre Vijayawada
- Advertisement for admission to Management programme, B.Ed, Programme and BSC (N) released in Andhra Jyoti, Krishna Patrtika, Praja Shakti on 11.7.2013.
- Released the advertisement for B.Ed programme in Upadhyaya Pragathi (APTF-Volume 11/Magazine-09)
- Admission Notification was issued in the Andhra Jyoti for the January 2014 Session on DAVP rates on 29-10-2013.
- Advertisement for the entrance Test for Management Programmes (OPEN MAT) and for Research Programmes was issued in Andhra Prabha and Praja Sakti on DAVP rates on 27th December 2013.
- **Media Interaction and Press Releases:**
- 17 times press releases were issued by the RC and the LSCs which were published in 62 different Regional News papers covering all the Districts under the jurisdiction of RC Vijayawada.

- Three interviews and three special write-ups were published by the leading News Papers in the Region viz, Eenaadu and Saakshi.

- **Radio Programmes: (FM/AIR/Vijayawada)**

DATE	TOPIC	Participation	Station
15/7/2013	Promotion of B.Ed. Programme	Dr. D. R. Sharma, DD	AIR, Vijayawada
24/7/2013	MP	Dr.V. Venugopal Reddy, RD	Rainbow FM
20/12/2013	Live interactive Programme on admissions	Dr. D. R. Sharma, DD Dr. B.Prasad Babu, ARD	AIR, Vijayawada

- **Coordinators Meeting:**

Coordinators meeting was organized in the Region on 19th November 2013 for updating the LSC functionaries.

Special Lectures by the Regional Director

- The Regional Director delivered Special Lectures on different themes at different colleges in Vijayawada, Machilipatnam, Guntur, Nellore, Chittoor, Piler. The talks were mostly on “Abilities and Competencies”/ “Global opportunities and preparedness”. “Soft Skills and Personality Development” Character Education etc. All these talks were connected with some of the Short term programmes of the University. Every talk delivered by the Regional Director was published by all the leading Regional news papers.

- **28th Foundation Day was celebrated on 19th November 2013.**

- Regional Centre invited the Head of the ICAI Local Chapter Vijayawada to deliver a lecture on ICAI-IGNOU Collaboration and the programmes jointly offered by them (BCOM(AF) /MCOM(FT)) on the occasion of 28th Foundation Day of IGNOU on 19th November 2013.

- **Information Brochures:**

- 12 (Twelve) Information and publicity brochures were designed, developed and distributed to the prospective learners during promotional meetings. These are subject specific and general in nature. A comprehensive list is given in below:

S. No.	Details of the Brochures
1	Programmes offered in the Region
2	Education Programmes
3	Nutrition Programmes
4	English Programmes
5	BCOM (AF)
6	Psychology programmes
7	Education Programmes
8	Certificate Programmes
9	Diploma Programmes
10	General Information brochure
11	Confirmation of Admission for January 2014 along with Guidelines for Distance Learners
12	Confirmation of Re-Registration for January 2014 session along with Guidelines for Distance Learners

- **Information Brochures for LSCs**

- Information brochures were designed and developed for the following four centres: SC-102, SC-106, SC-148 and SC-159.

- **Promotional Meetings:**

- As a special activity, for this Session the Regional Director himself and the other Academics of the Regional Centre, visited 48 Colleges/ other organizations and conducted promotional meetings. The details of these visits are as follows:

S. No.	LSC Code	Name of Visiting Officer	Designation	Date of Visit	Major observation
1	ICAI-Vijayawada	Dr. V. Venugopal Reddy & Dr. B. Prasad Babu	RD & ARD	22-11-2013	To address CA learners
2	SC-0104	Dr. V. Venugopal Reddy & Dr. B. Prasad Babu	RD & ARD	26-11-2013	Press Meet
3	BHH College, Guntur	Dr. V. Venugopal Reddy & Dr. B. Prasad Babu	RD & ARD	26-11-2013	Promotional Meeting
4	Chaitanya Group of Institutions, Nellore	Dr. V. Venugopal Reddy	RD	27-11-2013	Interaction with Students
5	Vice-Chancellor, Vikrama Simhapuri University, Nellore	Dr. V. Venugopal Reddy	RD	27-11-2013	Interacted with VC and Others
6	V.R. Law and P.G. College, Nellore	Dr. V. Venugopal Reddy	RD	28-11-2013	Press Meet
7	District Collector, Nellore & Prof. Venkata Rao, CDC	Dr. V. Venugopal Reddy	RD	28-11-2013	Interaction meeting
8	V.R. College	Dr. V. Venugopal Reddy	RD	29-11-2013	Interaction with students
9	CA Institution between Nellore & Gudur	Dr. V. Venugopal Reddy	RD	29-11-2013	Interaction with students
10	DKW College, Nellore	Dr. V. Venugopal Reddy	RD	29-11-2013	Interaction with students
11	SC-0148	Dr. D.R. Sharma	DD	14-11-2013	Promotional meeting
12	Khammam College of Pharmacy	Dr. D.R. Sharma	DD	14-11-2013	Promotional meeting
13	Pulipati Prasad College of Nursing	Dr. D.R. Sharma	DD	14-11-2013	Interaction with students, Principal & Staff
14	Project Director, District women and Child welfare, Guntur	Dr. D.R. Sharma	DD	22-11-2013	Interaction
15	VRS and YRN College, Chiraala	Dr. D.R. Sharma	DD	25-11-2013	Promotional Meeting
16	PMR Degree College, Nandyal	Dr. D.R. Sharma	DD	27-11-2013	Promotional Meeting
17	National Degree College, Nandyal	Dr. D.R. Sharma	DD	27-11-2013	Promotional Meeting
18	Sankara's Degree College, Kurnool	Dr. D.R. Sharma	DD	28-11-2013	Promotional Meeting
19	Kurnool Degree College, Kurnool	Dr. D.R. Sharma	DD	28-11-2013	Promotional Meeting
20	Kurnool Govt. College	Dr. D.R. Sharma	DD	28-11-2013	Promotional Meeting
21	Adoni Arts and Science College	Dr. D.R. Sharma	DD	29-11-2013	Promotional Meeting

22	Govt. Degree College, Pattikonda	Dr. D.R. Sharma	DD	29-11-2013	Promotional Meeting
23-26	JKC, RVR, Reddy and Kristu Jayanti Colleges	Dr. B. Prasad Babu	ARD	12-11-2013	Distribution of B.Com (A&F) Pamphlets
27	Tapasya – ICAI, Guntur	Dr. B. Prasad Babu	ARD	04-11-2013	Distribution of B.Com (A&F) Pamphlets
28	ICAI, Guntur Chapter	Dr. B. Prasad Babu	ARD	22-11-2013	Interaction with students
29	SSBN, Anantapur	Dr. B. Prasad Babu	ARD	06-11-2013	Promotional Meeting
30	Sri venkateswara Degree College, Anantapur	Dr. B. Prasad Babu	ARD	06-11-2013	Promotional Meeting
31	Sri Medha V.College	Dr. B. Prasad Babu	ARD	06-11-2013	Promotional Meeting
32	Project Director, ICDS – Anantapur	Dr. B. Prasad Babu	ARD	06-11-2013	Interaction
33	SC-0106, Anantapur	Dr. B. Prasad Babu	ARD	07-11-2013	Press Meet
34	Sri Vani UG/PG College	Dr. B. Prasad Babu	ARD	08-11-2013	Promotional Meeting
35	RDT Hospital, Battulapalli, ATP	Dr. B. Prasad Babu	ARD	08-11-2013	Promotional Meeting
36	Project Director, District women and child welfare	Dr. B. Prasad Babu	ARD	08-11-2013	Interaction
37	Golden CA Academy, Guntur	Dr. B. Prasad Babu	ARD	29-11-2013	Interaction
38	SR.Govt.Degree College, Kothagudem	Dr. D.R. Sharma	DD	07-12-2013	Promotional Meeting
39	S.G.Govt.College, Piler,Chittoor District	Dr. V. Venugopal Reddy	RD	13-12-2013	Promotional Meeting
40	Project Director office of District Women and child Welfe, Guntur	Sh.G.Dharma Rao, Dr.B.Prasad Babu	ARD ARD	10-12-2013	Interaction with the CDPOs for the promotion of Nutrition Programmes of IGNOU
41	PVKN Degree College, Chittoor	Dr. V. Venugopal Reddy	RD	14-12-2013	Promotional Meeting
42	SVArts College, Tirupati	Dr. V. Venugopal Reddy	RD	14-12-2013	Interaction with the Principal for SC and SRC
43	St.Joseph's College of Education, Guntur	Dr. V. Venugopal Reddy Sh.G.Dharma Rao Dr.B.Prasad Babu	RD ARD ARD	17-12-2013	Promotional Meeting
44	AJ College of Education Machilipatnam	Dr. V. Venugopal Reddy Sh.G.Dharma Rao Dr.B.Prasad Babu	RD ARD ARD	19-12-2013	Promotional Meeting
45	Padmavathi Mahila Hindu College of Education Machilipatnam	Dr. V. Venugopal Reddy Sh.G.Dharma Rao Dr.B.Prasad Babu	RD ARD ARD	19-12-2013	Promotional Meeting

46	RVR College of Education, Guntur	Dr. V. Venugopal Reddy Dr.B.Prasad Babu	RD ARD	20-12-2013	Promotional Meeting
47	Sri Medha Institute of CA, Guntur	Dr.B.Prasad Babu	ARD	23-12-2013	Promotional Meeting
48	RVR College of Education, Guntur	Dr.B.Prasad Babu	ARD	27-12-2013	Admission Work

- **Participation in the Vijayawada Book Festival:**

- Regional Centre participated in the 25th Vijayawada Book Festival from 1st January to 12th January 2014. More than 3000 prospective learners & public visited the IGNOU Stall.