Report on Admission related Promotional Activities August - 2025

For: Management and Commerce Programs

Institution: Uttarakhand Open University, Haldwani

Promotion Team: Mr. Somesh Pathak, Dr. Sachin Dubey, Mr. Parkash Bhatt

Locations: Industrial regions of Haridwar, Rishikesh and Instituions in Dehradun region

Duration: (5th, 6th, 7th, 8th August 2025)

1. Objectives of the Promotional Activities

- To create awareness about the Management and Commerce programs offered by Uttarakhand Open University.
- To attract prospective learners from industrial areas and education institutions for higher education opportunities.
- To provide information on the programs offered, admission procedures, eligibility and career prospects.

In an effort to reach a wider audience and attract prospective learners who can benefit from the Management and Commerce Programmesconducted by Uttarakhand Open University, A promotional visit was carried out by the faculty members of SOMC, UOU at Industrial areas, Commercial Institutions, Private Educational Institutions, and Degree Colleges offering undergraduate Management and Commerce programmes.The duration of the visit was from 05 August 2025 to 08 August 2025 (total 04 Days) and covered the regions Rishikesh, Dehradun and Haridwar

2. Details of Activities Conducted

Day 1 – Rishikesh (5th August- 6th August 2025)

- Visited a few Industrial Units and Distributed Pamphlets.

Day 2 – Dehradun Institutions (6th August 2025))

- Visited Uttarakhand Cooperative federation Office, CRPF office, BIS and FCI Dehradun office and discussed about the possibilities of the courses that can be availed by the respective department as per their nature of work and the prospects of future.
- Visited UCOST (Uttarkhand State Council for Science and Technology) and interacted with Deputy Director Sh. D.P.Uniyal and other members of the Instituion. Then nteration also took place with the officers of the USERC (Uttrakhand Science Education and Research Centre). Since, every session some of the members get themseleves enrolled in the Masters prpgram of Management, the response can be cited as a positive one.

Day 3– Haridwar Industrial Area (7th August 2025)

- Visited HRDC (Human Relations Development Centre), the training establishment of the BHEL, where various kinds of skills and vocation courses are offered. HRDC AGM and HR Head Mrs. Gunjan Shukla discussed with us the Course learning outcomes and assured a positive repsonse from her department. The plants of Hindustan Unilever limited and Pioneer industries in sidcul area were also covered in the region of Haridwar.

Day 4– Haridwar Area (8thAugust 2025)

- Zilla Sainik Kalyan Evam Purnavas Karyalaya, Haridwar and met with the staff. We had an interaction with the Wing Commander Dr. Sarita Pawar, whereby the inclination towards pursuing Programs from the UOU was witnessed.

3. Promotional Materials Used




B++
NAAC
UGC 12-B Recognised
UTTARAKHAND OPEN UNIVERSITY
DEPARTMENT OF MANAGEMENT STUDIES
ADMISSIONS OPEN
2025-2026 (SUMMER)
Enroll
Now!
उत्तराखण्ड मुक्त विश्वविद्यालय
UTTARAKHAND OPEN UNIVERSITY
MBA/BBA
MASTERS OF BUSINESS ADMINISTRATION
BACHELORS IN BUSINESS ADMINISTRATION
SPECIALIZATIONS
MARKETING
FINANCE
HUMAN RESOURCE MANAGEMENT
MINIMUM FEE IN THE ENTIRE STATE
ONLINE COUNSELING
ONLINE ASSIGNMENTS
15% RELAXATION IN PROGRAM FEE WITH E-SILM
CONTACT :
05946-286002
www.uou.ac.in
ID:som@uou.ac.in
https://blogsomcuou.wordpress.com
UGC-DEB AND AICTE APPROVED
https://online.uou.ac.in/ApplicationTermCondition.aspx
BBA Admission form/link
MBA Entrance form/link
https://online.uou.ac.in/EMBA/UoUEMBATermCondition.aspx


Uttarakhand
Open University
As per the regulations
of UGC -DEB and AICTE
UGC 12-B Recognised
B
NAAC
ADMISSIONS OPEN
APPLY NOW
M.B.A. / B.B.A
PROGRAMME
M.Com/B.Com
PROGRAMME
B.B.A. Admission link :
https://online.uou.ac.in/ApplicationTermCondition.aspx
M.B.A. Admission link :
https://online.uou.ac.in/EMBA/UoUEMBATermCondition.aspx
B.COM, M.COM, Certificate Course in Office Management Admission
link: https://online.uou.ac.in/
https://online.uou.ac.in/ApplicationTermCondition.aspx
ELIGIBILITY FOR ADMISSION
For MBA
Graduate or a Post Graduate with 50 % marks.
OR
Graduate or post graduate with 45% marks along with 2 years of supervisory managerial experience (even if the degree is obtained in ODL mode or as a private student).
For B.B.A
12th in any stream
For M.COM.
Graduation in B.COM or B.B.A
For B.COM.
12th in any stream
For Certificate Course in Office Management
10th Pass
Behind Transport Nagar, Vishwavidyalaya Marg, Haldwani (Nainital) 263139, Uttarakhand
Phone No: 05946-286000, Fax No: 05946-264232, E-mail: admission@uou.ac.in


B++
NAAC
UGC 12-B Recognised
UTTARAKHAND OPEN UNIVERSITY
UGC-DEB AND AICTE APPROVED
School of Management Studies & Commerce
Admission Open
Enroll Now
WHAT WE OFFER:
Bachelor of Commerce (B. Com.)
Master of Commerce (M. Com.)
Bachelor of Business Administration (B.B.A.)
Master of Business Administration (M.B.A.)
Certificate Course in Office Management (C.C.O.M.)
MBA Entrance form/link
Visit Our Website
www.uou.ac.in

Pamphlets (Management & Commerce Programs).

Posters and Banners

Contact details are given in the pamphlets distributed.

4. Outcomes & Observations

- Provided information on the programs offered by the University especially management and commerce programs. Every bit of information related to the admission procedures, eligibility and career prospects were discusse and talked about.
- The possibilities of courses that can be availed by the respective department as per their nature of work and the prospects of future.

5. Photographs



(Interactions with the locals and educationists)



(Visited the Dehradun Regional Office, UOU)



(Interaction with Uttarakhand Cooperatieve Federation)



(Interaction with the staff at BIS)



(Session with the staff at FCI)



(With the Faculties and Scientists at UCOST, Dehradun)



(With the AGM, HR Head, HRC, BHEL @ Dr. Gunjan Shukla and the Staff)



(Interaction with the staff at HRDC, BHEL)



(Visited Unilever and Pioneer Industry)



(Interaction with the members of Zilla Sainik Awas, with Wing Commander Dr. Sarita Pawar)

6. Media Coverage:

https://gauravnews.in/uou-summer-admission-2025-outreach/

https://duncitynews.in/uou-promotes-summer-session-2025-admissions-across-dehradun-institutions/



मुक्त विव में प्रवेश के लिए किया प्रचार

देहरादून, 7 अगस्त (नवोदय टाइम्स) : मुक्त विश्वविद्यालय में ग्रीष्मकालीन सत्र में प्रवेश के लिए चलाए जा रहे प्रचार-प्रसार को लेकर प्रबंध अध्ययन और वाणिज्य विद्याशाखा द्वारा जिले के कई संस्थानों जैसे फूड कॉरपोरेशन ऑफ इंडिया, सीआरपीएफ कार्यालय, ब्यूरो ऑफ इंडियन स्टैंडर्ड और यूकोस्ट में जाकर प्रचार-प्रसार का कार्य किया गया। इसमें विद्याशाखा द्वारा संचालित किए जा रहे पाठ्यक्रमों और उनके शुल्क विवरण तथा पाठ्यक्रमों से होने वाले आगामी लाभ जैसे नौकरी के अवसर, नौकरी में प्रमोशन इत्यादि विषयों के बारे में अवगत कराया गया। व्यक्ति नौकरी करते हुए किस तरीके से शिक्षा ग्रहण कर सकता है, साथ ही अपनी उच्च शिक्षा प्राप्त करने की आकांक्षाओं को घर बैठे कैसे पूरा कर सकता है, आदि महत्वपूर्ण विषय के बारे में भी उन्हें अवगत कराया गया। प्रचार-प्रसार के दौरान लोगों से वार्तालाप करने पर लोगों के दूरस्थ शिक्षा प्रणाली से उत्तराखंड मुक्त विवि में प्रवेश हेतु रुचि दिखाई दी।

7. Suggestions for Future Promotions

- Conduct workshops and interactive sessions for working professionals.
- Collaborate with HR departments for related industries and educational institutions for potential admissions
- Workshops in school and colleges and industries and by a tie up with them on regular basis to make them aware of the concept of open and distance education.

8. Conclusion

The three-day admission promotion successfully generated awareness about then concept and avenues of open distance and education in the current market scenario in the targeted institues of relevance in Dehradun, Rishikesh and Haridwar Industrial regions. Employees appreciated the flexibility and recognition of Uttarakhand Open University programs. This initiative was well received by the employees, employers and the staff that was available for interaction, who acknowledged its relevance and usefulness.