Report on Admission Promotional Activities August - 2025

For: Management and Commerce Programs

Institution: Uttarakhand Open University, Haldwani

Promotion Team: Dr. Priya Mahajan, Dr. Geetanjali Bhatt Sharma, Ms. Jyoti Manral

Locations: Rudrapur & Kashipur Industrial Areas and Halduchaur Educational Institutions.

Duration: (5th, 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.

2. Details of Activities Conducted

Day 1 – Rudrapur Industrial Area (5th August 2025)

- Visited Industrial Units and Distributed Pamphlets.
- Interacted with Employees, HR Departments, Supervisors, Guards of the Industries.
- Interaction with Rajesh Kumar Mishra (Co-ordinator) SIDCUL ENTREPRENEUR WELFARE SOCIETY and he recommended workshop sessions with the employees to give information about the university and programs.

Day 2 – Halduchaur Educational Institutions (7th August 2025)

- Visited Lal Bahadur Shastri Govt. College and interacted with the faculty members i.e. Dr. Saroj Pant (Assistant Professor Commerce), Dr. Bipin Joshi (Assistant Professor, Physics) and students.
- Provided information on the programs offered by the university especially management and commerce programs. Also shared information regarding the admission procedures, eligibility and career prospects.
- Visited Atal Utkrisht Inter College also in the afternoon and made interaction with the principal Shri. Ganpat Singh Sangar, and the students of 11th and 12th standard. Provided information of the various diplomas and certificates programs offered by university and career prospects of these programs.

Day 3– Kashipur Industrial Area (8thAugust 2025)

- Team met S.P. Singh (CA) Accounts Head in Cheema Industries and discussed the benefits of distance education for the working professionals.

- Distributed promotional materials to the employees.

- Addressed queries regarding admission process.
- Collected contact details for follow-up.

3. Promotional Materials Used





Pamphlets (Management & Commerce Programs).
Posters and Banners used.
Contact details are given in the pamphlets distributed.

4. Outcomes & Observations

Industries Covered: (Britannia, Sansera, Dabour, JBM, Ashok Leyland, OBT, Cheema industries).

Education Institutions: Lal Bahadur Shastri Govt. College Halduchaur, Atal Utkrisht Govt.Inter College.

Positive Feedback: Interest shown by Employees and Students for distance learning.

Common Queries Received: Eligibility, Fee Structure, Admission, Exams Procedures and Recognition of Degree.

5. Photographs



(Interaction with the Employees of Sansera Industries, Rudrapur)



(Interaction with the employees of JBM Group)



(Britannia Industries, Rudrapur)



(Meeting with HR Manager Mr. Aditya Shukla of Dabour Company)



(Interaction with Shri.GPS Rautella (Administrative officer), Ashok Leyland Ltd)



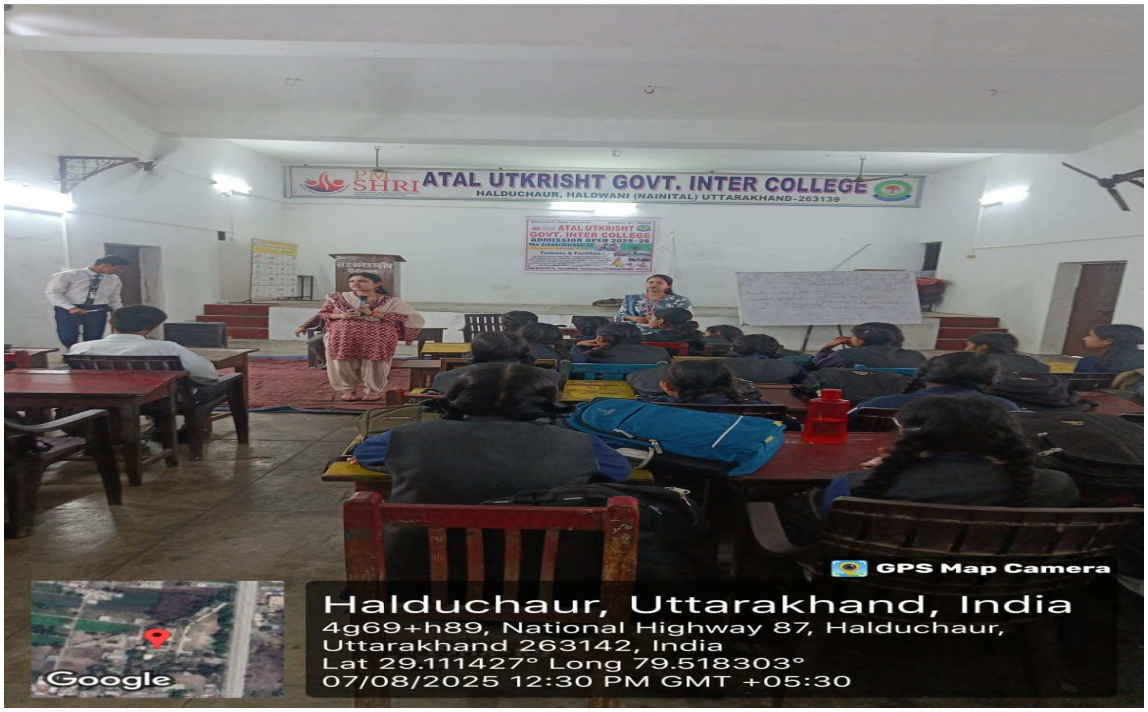
(Faculty LBS Degree College, Halduchaur)



(Orientation Session with the Students of LBS Degree College, Halduchaur)



(With students of Atal Utkrisht Inter-College, Halduchaur)



(Orientation by team members in school)



(Sharing information about the Programs University is offering)





(Interaction with the employees of Cheema Industries)



सार संक्षेप

उद्योगों से जुड़े कर्मियों को उच्च शिक्षा के लिए किया प्रेरित

सिडकुल में प्रबंध एवं वाणिज्य कार्यक्रमों का किया जा रहा प्रचार-प्रसार ● सौ. यूओयू

जासं, हल्द्वानी : प्रबंध अध्ययन और वाणिज्य विद्याशाखा ने प्रबंध एवं वाणिज्य पाठ्यक्रमों के प्रचार-प्रसार के लिए औद्योगिक क्षेत्रों में स्थित इकाइयों में विशेष प्रचार गतिविधियां प्रारंभ की हैं। इस पहल का उद्देश्य उद्योगों से जुड़े कर्मचारियों, अधिकारियों व अन्य व्यक्तियों को विश्वविद्यालय की ओर से संचालित पाठ्यक्रमों की जानकारी प्रदान करना के साथ ही उच्च शिक्षा के लिए प्रेरित करना है। डा. प्रिया महाजन, ज्योति मनराल और डा. गीतांजलि ने रुद्रपुर स्थित सिडकुल में सक्रिय रूप से प्रचार-प्रसार अभियान चलाया। जिसमें औद्योगिक इकाइयों जैसे डाबर, जेबीएम, संसेरा इंजीनियरिंग, अशोक लेलैंड आदि से संपर्क स्थापित किया गया।

6. Suggestions for Future Promotions

- Conduct workshops for working professionals.
- Collaborate with HR departments for employee education drives.
- Workshops in school and colleges on regular basis to make them aware of the concept of open and distance education.

7. Conclusion

The three-day admission promotion successfully generated awareness in Rudrapur, Kashipur industrial areas and educational institutions in the Halduchaur. Employees appreciated the flexibility and recognition of Uttarakhand Open University programs. This initiative was well received by students, who acknowledged its relevance and usefulness.