

Report

A virtual meeting was convened by RSD with all the Regional Directors on 17/06/2022 at 10:00 AM, through Google meet to discuss the promotional strategies for the BAVSMSME programme launched in the July 2022 admission session by SOVET.

The meeting was Chaired by the Hon'ble Pro VC, Dr Srikant Mohapatra. The meeting was convened by Dr U.C. Pandey, Director, RSD and attended by Prof. RSP Singh, Director(I/C) SOVET, Dr. Rachna Agarwal and Dr. Geetika Johry, SOVET, Regional Directors, ARDs and academics from RSD.

Dr. U.C. Pandey, Director RSD, initiated the proceedings and welcomed the members. He informed that the objectives of the meeting were to discuss the strategies to publicize newly launched programme i.e., BA(VS) Micro Small and Medium Enterprises (BAVMSME). He requested the Faculty from SOVET to present the salient aspects of the programme and highlight the strategies that RCs may adopt to spread awareness about the programme amongst the prospective target groups in the region.

Dr Srikant Mohapatra, Pro VC, urged the RCs to promote the skill-based BAVSMSME programme in view of its high job potential. The PVC further expressed that the programmes of SOVET and most other programmes of IGNOU will be soon aligned to the National Skill Qualification Framework (NSQF) and National Higher Education Qualification Framework (NHEQF) as mandated by NEP-2020.

Prof RSP Singh, Director(I/C) SOVET, expressed hope that the BAVSMSME programme with tremendous job potential would be suitably promoted and popularized by the RCs and the SOVET would extend all possible support to this end.

Dr. Rachna Aggarwal, and Dr. Geetika Johry, Programme Coordinators, SOVET presented a brief overview of the programme, its objectives, curricular structure, evaluation methodology, availability of SLMs in print and digital forms and other details. She highlighted that the programme caters to micro and small enterprises and trains the learner on how to establish a start-up and develop entrepreneurial skills. Dr. Aggarwal further, explained that the objective of the BAVSMSME programme was to have more start-ups in the country and thus contribute to the GER in vocational and higher education and also generate employment for the youth.

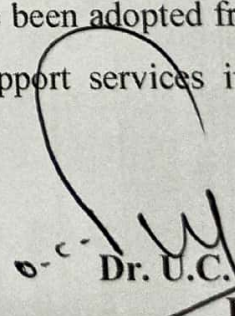
Dr. Geetika Johry, described the promotional and publicity measures for the programme that RCs could adopt. Promotional activities through T.V., radio, pamphlets, posters, getting in touch with the schools and local bodies, were suggested.

Regional Directors interacted during the meeting, shared their experiences and gave suggestions for spreading awareness about the programme.

Some of the points deliberated for promoting the programme are as follows:

1. NCIDE has developed a database on IGNOU-Udyami portal. The prospective students can be contacted using that database.
2. Tie up with State MSMSE departments and contact them to encourage students towards entrepreneurship.
3. Contact Zila Udyog Kendras of all districts in the region.
4. Organize seminars with MSME functionaries.
5. Promote SOVET programmes through RC Facebook Live sessions.
6. Short video and audio clips about the BAVSMSME programme, with support from EMPC, can be developed and shared with RCs to further disseminate the same to all stakeholders using digital and social media.
7. The promotional strategy should be adopted in the local specific context. For e.g., the State Handicraft/Tourism Department can be approached in states with such potential.
8. Contact 10+2 schools and organize promotional seminars with the 12th class students and their teachers to create awareness about the programme and its job potential.
9. Press releases about the programme may be given in the local dailies.
10. RCs to pursue with the State governments to issue letters for it is/PMKK/JSS for opening IGNOU-Extension centres which could be used for publicity of SOVET programmes.
11. Some states are implementing the start-up policy, for e.g., state of Bihar has such a policy since 2017. The data of 29 thousand registered start-ups and more than 4 thousand incubated start-ups will be obtained and the students will be contacted.
12. RSD will get the BAVSMSME programme activated on the Samarth portal at LSC offering BCOM and BBA (Retail) programmes.
13. No fee exemption to SC/ST students for this academic session.
14. Since 60% of the courses of the 1st, 2nd and 3rd Semester have been adopted from the existing courses of BA/BCOM programme, the student support services in these courses can be provided.

The Meeting ended with thanks to all present.


Dr. U.C. Pandey
Director
RSD