

**Office Order of Student Recruitment Strategy Group (SRSB) for Admission 2024**

Ref:

1. MOM dated 19<sup>th</sup> April 2024 of GBU Core Officers.
2. GBU/Adm/e-file/265/2024/0143/Admin dated 30.04.2024.
3. SMART Objectives of GBU UoE Collaboration Agreement

With reference to the above-mentioned subject and references, the Student Recruitment Strategy Group has been constituted as per the SMART objectives of GBU UoE Collaboration Agreement as approved by Chairman, GBU and Board of Governor's of GBU for Admission 2024 at GBU. The members of the group are as per following.

Sr. No.	Name	Designation
1.	Shri Vimal Shah	HoD, Academic Department, GBU
2.	Dr. Sudhir Singh	Professor, IBT, GBU
3.	Dr. Sangram Lenka	Associate Professor, PBT, GBU
4.	Ms. Indre Petrauskaite	Head of International Operations, UoE
5.	Dr. Athulya Aravind	South Asia Regional Director, UoE

The terms of reference of SRSB shall be as per the following SMART objectives of GBU UoE Collaboration Agreement for Admission 2024 at GBU.

- SRSB performs a detailed analysis of the 23/24 student batch intake, including the design and conduct of a survey of the 23/24 batch to better understand the motivation underlying student choice for GBU and how the students became aware of GBU.
- SRSB to produce a report with recommendations for next round of recruitment (Admission) for 24/25 batch of students. GBU DG, Director, Dean and Registrar endorse the findings and recommendations of the joint report and communicate this to the GBU faculty and Professional Services in writing. GBU implements the recommended measures for student recruitment (Admission).
- GBU to nominate student recruitment (Admission) champions from GBU faculty and professional services to implement 24/25 batch plan as per recommendations of SRSB.
- GBU identifies a branding agency to assist it with development of a better presence on the internet (e.g. website, social media etc.). GBU to create marketing materials with input from UoE to support student recruitment (Admission) activity.
- GBU carry out agreed research with support of UoE and develop a report. GBU DG, Director, Dean and Registrar endorse the findings and recommendations of the joint report and communicate this to the GBU faculty and Professional Services in writing.
- UoE and GBU co-design specific entrance exam for international students (based around previous synoptic exams) to verify candidate academic suitability for academic style and rigour of GBU curriculum 2024-25.

The office order is issued after having the approval of the competent authority on the office note.

**Deputy Registrar**

**Copy To the SRSG Members,**

1. Shri Vimal Shah, HoD, Academic Department, GBU
2. Dr. Sudhir Singh, Professor, IBT, GBU
3. Dr. Sangram Lenka, Associate Professor, PBT, GBU
4. Indre Petrauskaite, Head of International Operations, UoE
5. Dr. Athulya Aravind, South Asia Regional Director, UoE

**CC To.**

1. PA to DG, GBU
2. PA to Director, GBU
3. PA to Registrar, GBU
4. All the Academic and Administrative HoDs of GBU
5. All the Faculty and Staff members of GBU
6. Team UoE through Ms. Indre Petrauskaite
7. IT Department to put it on GBU Website and ERP System