

A Strategic Roadmap for Admission Growth

A Data-Driven Analysis and Action Plan for Aishwarya College



An analysis of three years of admission data reveals a critical revenue leak and a clear path to recovery.

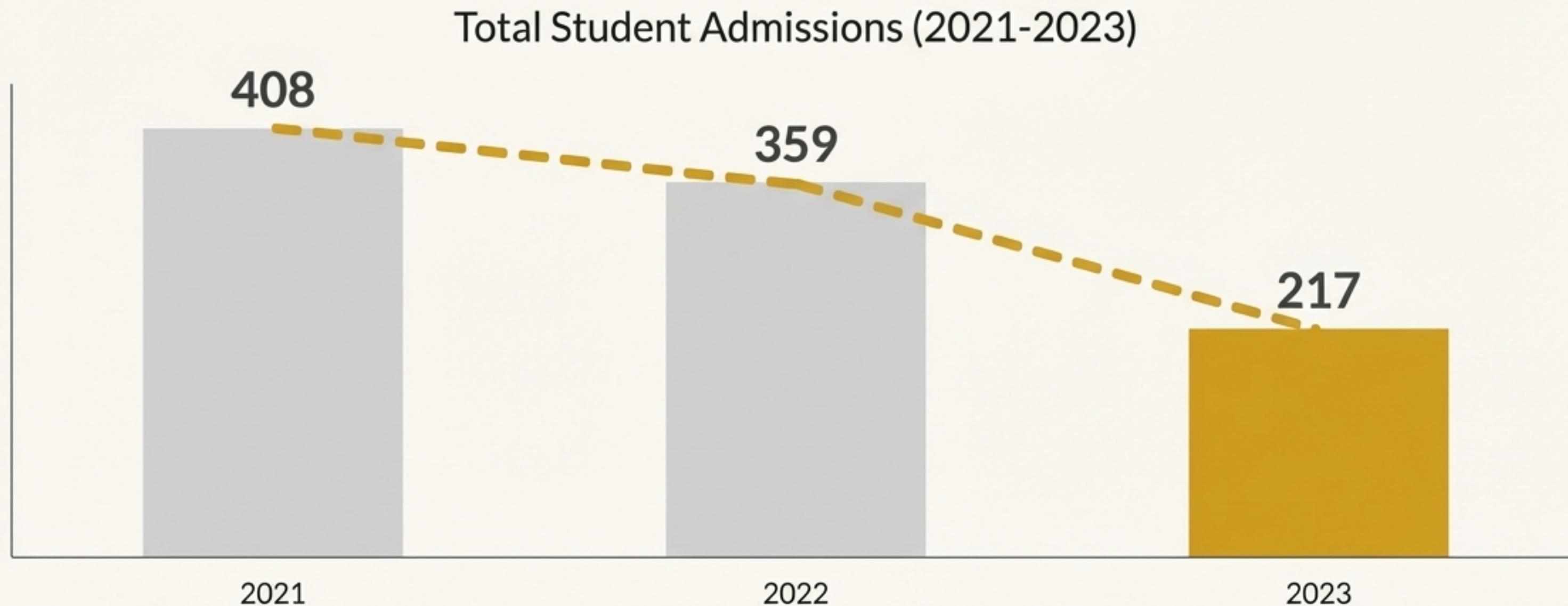
- **The Situation:** Aishwarya College is experiencing a concerning decline in annual admissions, with numbers falling from 408 in 2021 to 217 in 2023.
- **The Core Problem:** A significant number of students are 'switching streams' after admission—primarily from higher-fee Science programs to Arts and Commerce.
- **The Financial Impact:** This academic mismatch has led to a direct and quantifiable revenue leakage of approximately ₹1 crore over the last three years.
- **The Path Forward:** This presentation outlines a targeted, three-part strategy to address the root causes, reverse the trend, and secure the college's financial future.

3-Year Total

₹1 Crore

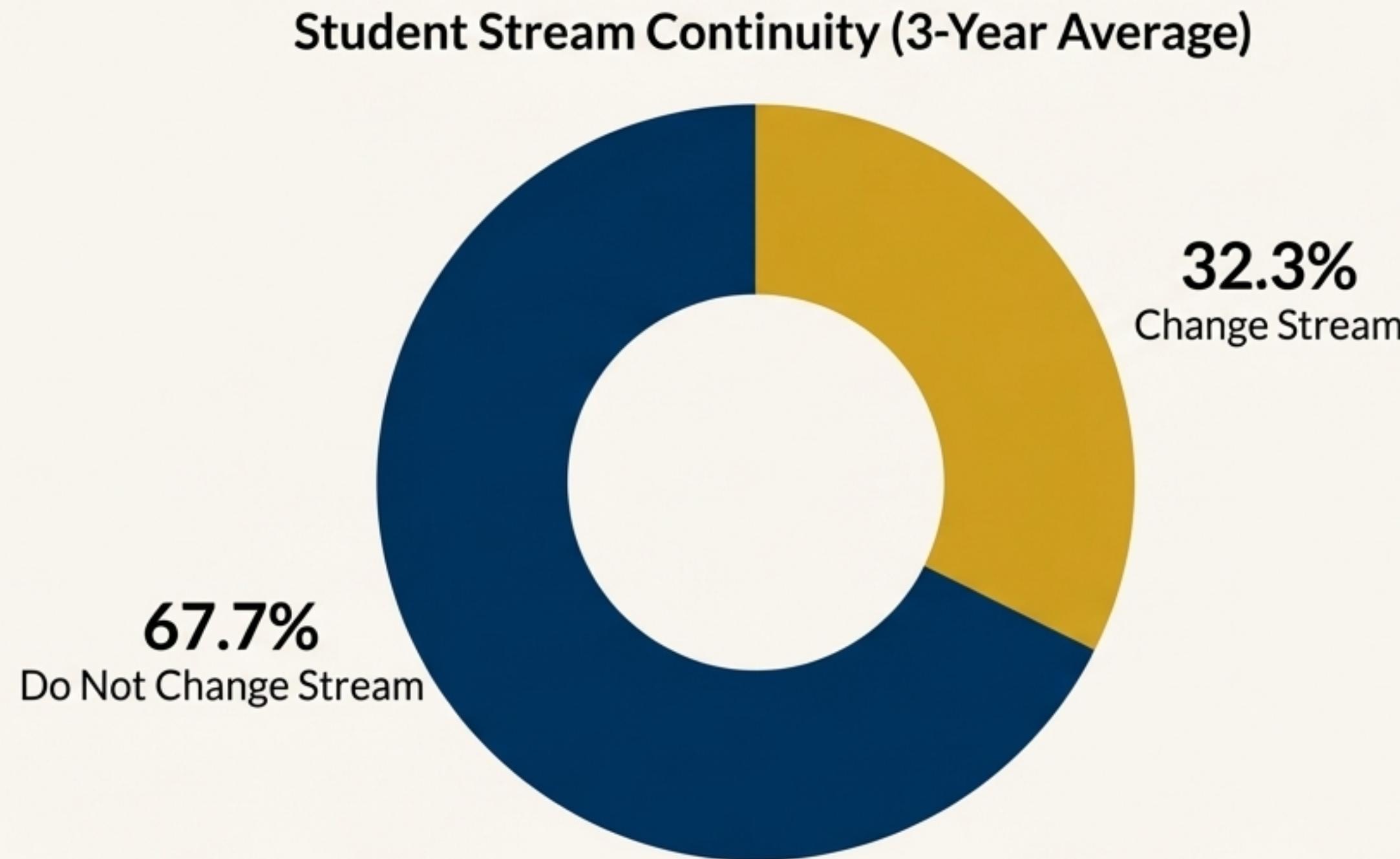
Revenue Leakage

The decline in total admissions over the past three years signals an urgent need for intervention.



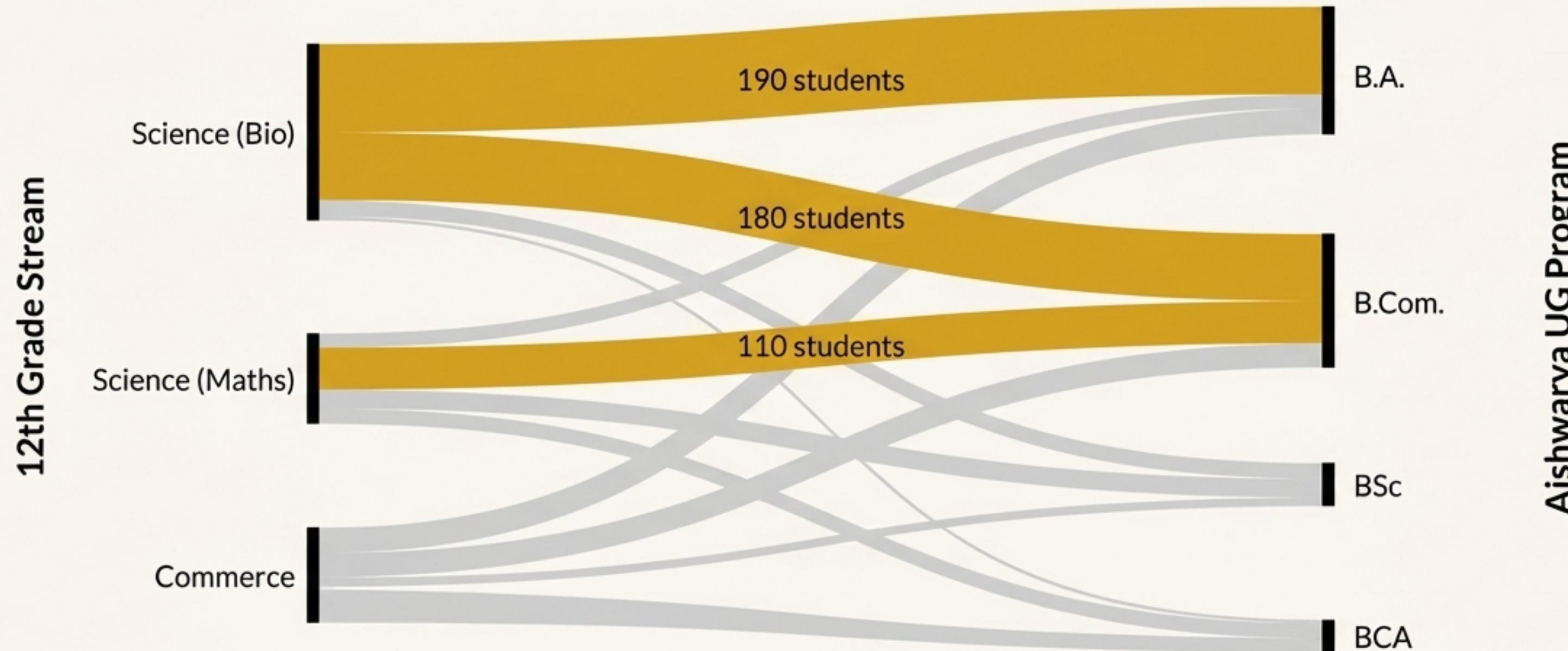
The 47% drop in admissions from 2021 to 2023 represents not only a loss of students but also a significant erosion of our market position and revenue base.

The hidden failure: One-third of students abandon their original academic stream, driving revenue loss.



While two-thirds of students continue in their chosen field, the 32% who switch represent a critical misalignment between student expectations and our program offerings. This is where the revenue leakage originates.

Action: The highest volume of transitions occurs from high-fee Science programs to Arts and Commerce.



Science students are not seeing value in continuing their domain at Aishwarya. This suggests our Science and Tech offerings are perceived as outdated, lack facilities, or are poorly marketed compared to Arts and Commerce.

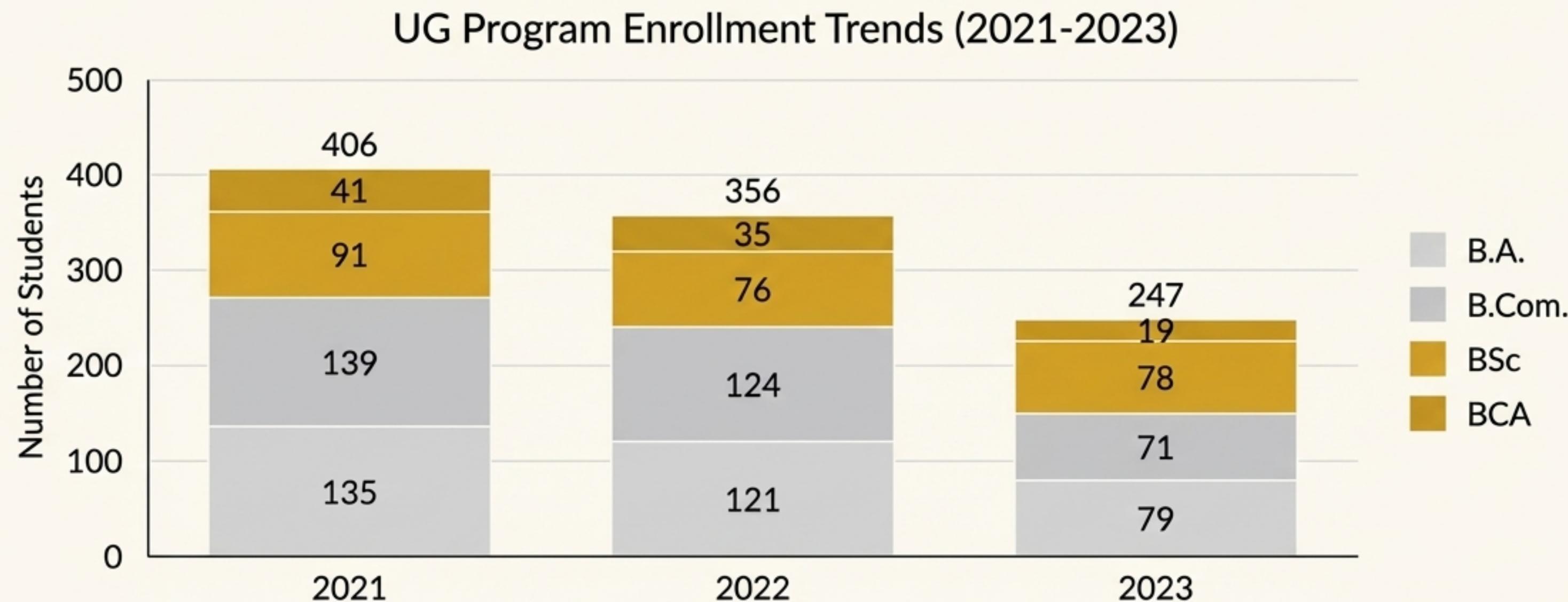
Action titl: Stream switching from Science to Arts directly translates to a lower revenue per student, accumulating to a significant loss.

Actual vs. Expected First-Year Revenue from Switching Students (3-Year Total)



Each Science-to-Arts switch results in a per-student revenue drop of ~₹20,000. With 40-50 such switches annually, the losses are substantial. Our most valuable programs, by fee structure, are being systematically underutilized.

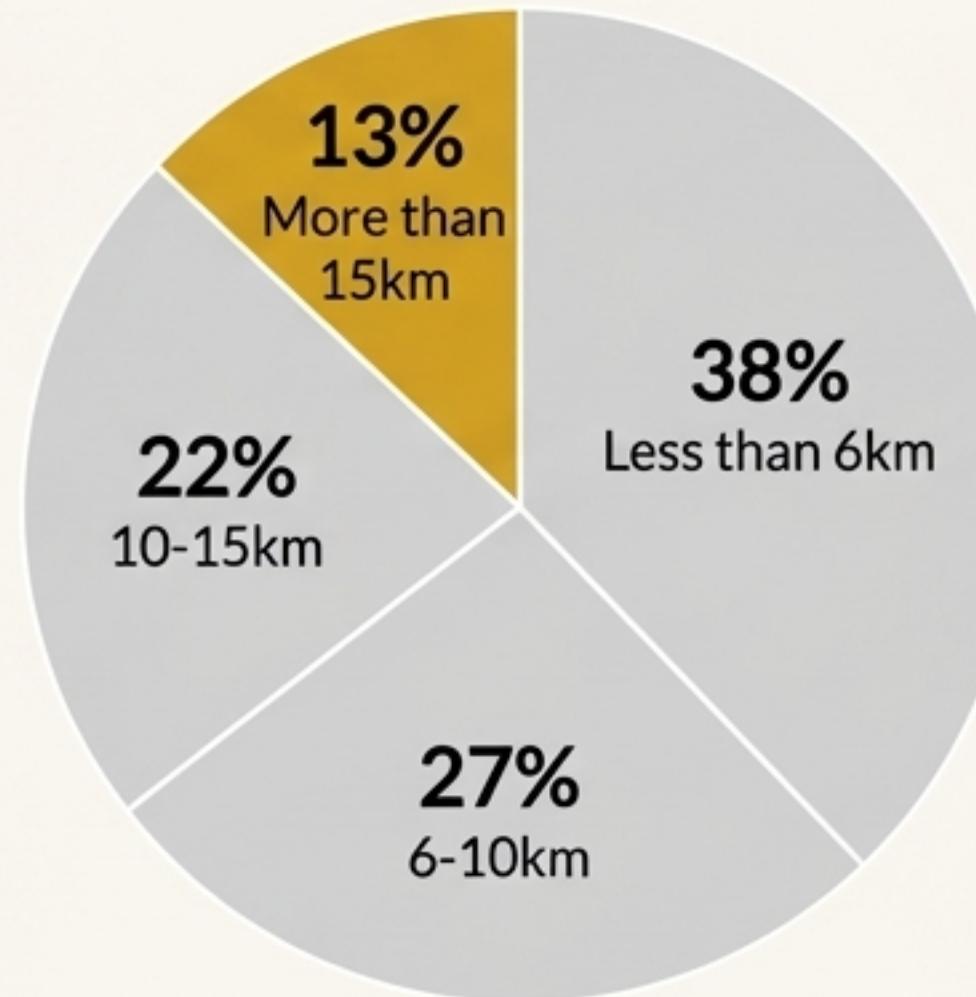
Program enrollment is misaligned with market demand, with an over-reliance on traditional Arts and Commerce streams.



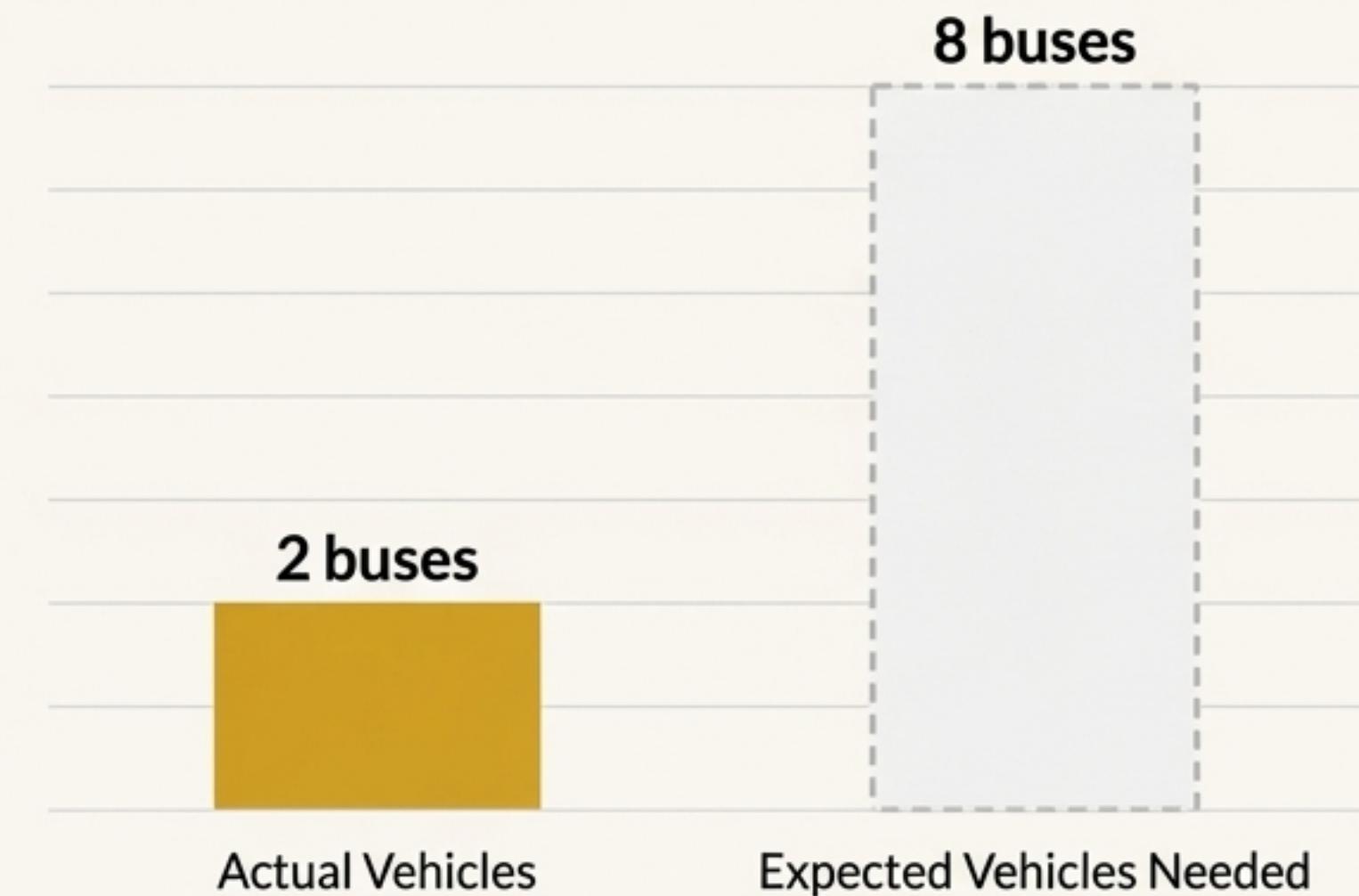
Despite national trends favoring technical degrees, our admissions are dominated by Arts and Commerce. This signals a critical gap in how our Science and Computer Application programs are perceived, promoted, and structured, leading to under-enrollment in high-potential fields.

A heavy reliance on students from outside the immediate area is strained by inadequate transportation infrastructure.

Student Proximity to Campus (3-Year Average)



Transport Capacity Gap (>15km)



The majority of our students commute over significant distances, yet our transport capacity is severely lacking. This creates a daily obstacle and a major safety concern for parents, likely deterring many potential applicants.

Our path forward is a three-pronged strategy to realign our academics, enhance admissions, and strengthen outreach.



Academic Realignment & Program Innovation

Stop the leak by making our programs, especially in Science, more attractive and career-aligned.



Admission Process Enhancement

Attract higher-quality, better-fit applicants using a merit-based, data-driven approach.

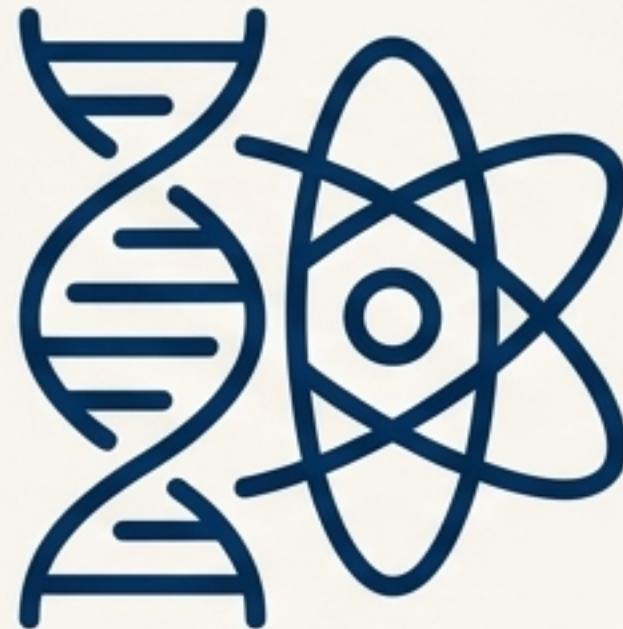


Strategic Outreach & Retention

Remove barriers to entry and actively engage with prospective students, schools, and parents.

Transform our admission process from a reactive system to a proactive growth engine.

Pillar 1: Realign Academic Offerings to Prevent Stream Switching and Meet Market Needs



Introduce Career-Oriented Programs

Launch modern UG degrees aligned with job markets (e.g., Data Biotechnology, AI & Ethics).

Implement Mandatory Career Counseling

Conduct program-specific counseling during the admission window to affirm students' choices and showcase the value of our Science/Tech tracks.

Offer Bridge Courses

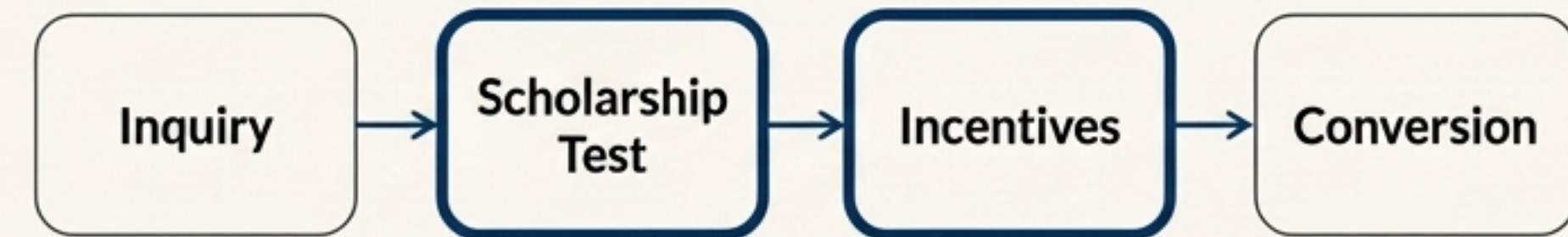
Create short orientation courses to help students from diverse backgrounds adapt to the rigors of Science or Tech programs, reducing academic anxiety.

Pillar 2: Enhance the Admission Process to Attract and Convert High-Potential Students.

Key Insight Recap

Our data shows that nearly 50% of applicants already participate in pre-qualifying tests. This indicates a strong appetite for a merit-based admission process.

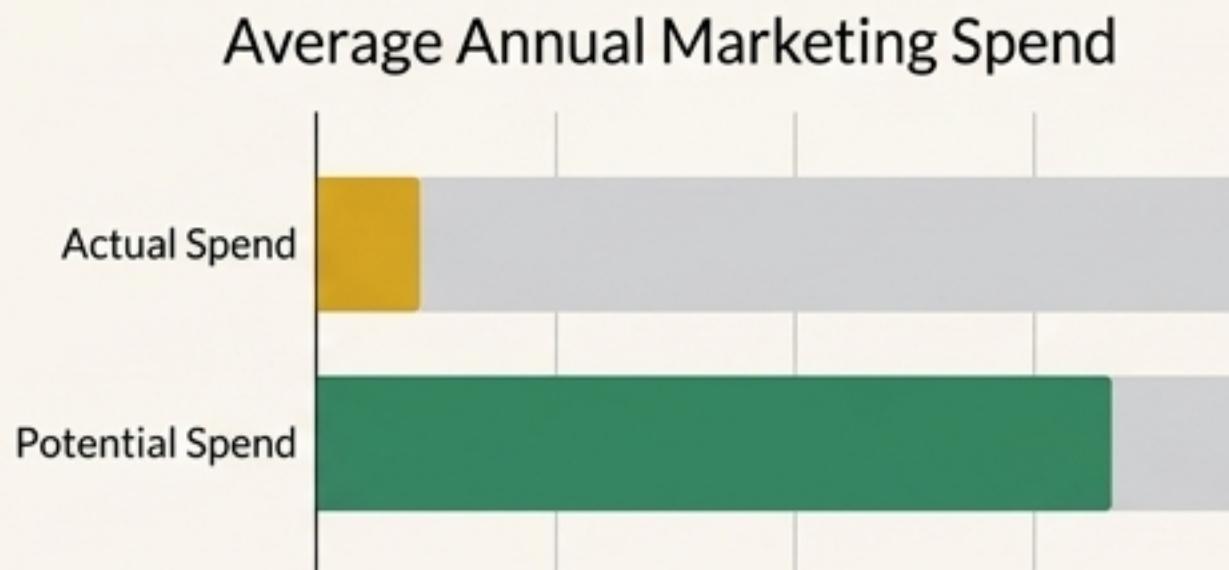
- **Launch a Pre-Admission Scholarship Test:** Model a test after NEET/JEE to identify and attract top talent early in the admission cycle.
- **Incentivize Participation:** Offer tangible benefits like application fee waivers, priority counseling slots, or merit-based tuition discounts to test-takers.
- **Automate Lead Nurturing:** Use WhatsApp and email campaigns to engage inquiries with program guides, faculty profiles, and success stories, keeping Aishwarya top-of-mind.



Pillar 3: Strengthen Outreach and Remove Barriers to Broaden Our Applicant Pool.

Strategically Deploy the Marketing Budget

Utilize the **~₹14 lakh remaining annual budget** (avg.) for targeted digital campaigns, school partnerships, and parent-focused outreach.



Develop Parent-Specific Materials

Create brochures and web content explaining program ROI, campus safety, transport facilities, and faculty quality to address parental concerns.



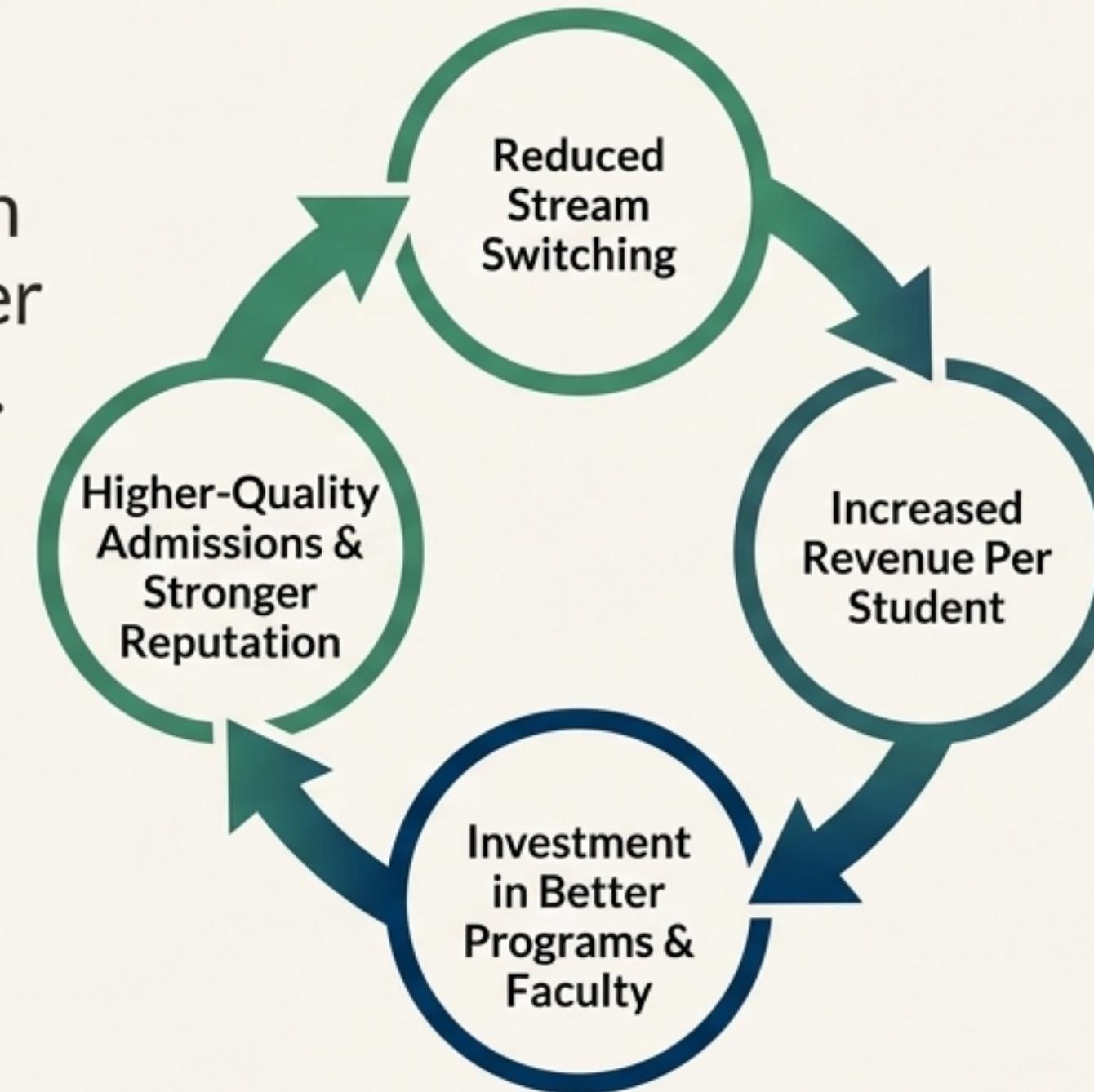
Expand Transport Infrastructure

Address the critical transportation gap by hiring more vehicles or formally exploring the feasibility of a **hostel facility** to support students from farther regions.



Implementing these strategies will create a virtuous cycle of growth and financial stability.

Capture \approx ₹1 Crore in potential revenue over the next three years.



Reverse the Decline in annual admissions.

Build a Competitive Brand known for career-focused Science and Tech programs.

An Actionable Roadmap for Implementation

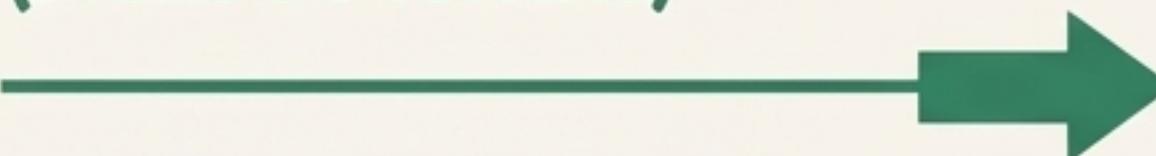
Phase 1: Foundation (Next 90 Days)

-  • **Task Force:** Form a committee to oversee this strategic plan.
-  • **Academics:** Finalize curricula for 1-2 new career-oriented programs.
-  • **Admissions:** Design and announce the Pre-Admission Scholarship Test for the next cycle.

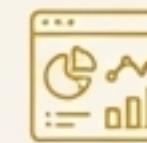


Phase 2: Execution (Next 6 Months)

-  • **Marketing:** Launch targeted digital and school outreach campaigns.
-  • **Admissions:** Conduct the first scholarship test and implement mandatory pre-admission counseling.
-  • **Infrastructure:** Secure contracts for additional transport vehicles.



Phase 3: Optimization (Next 12 Months)

-  • **Academics:** Launch the first batch of new programs.
-  • **Data:** Implement a dashboard to track key metrics (stream switching rate, application numbers, revenue per student).
-  • **Review:** Assess the impact of Phase 1 & 2 initiatives and refine the strategy.

The data has illuminated the path; the choice is to manage decline or engineer growth.



The Current Path

Continued admission decline, systemic revenue loss, and erosion of our academic brand.



The Proposed Path

Recaptured revenue, sustainable admission growth, and a reputation as a forward-thinking institution.

By embracing a data-driven strategy, Aishwarya College can convert its greatest challenge into a catalyst for its future success.