

# SRM UNIVERSITY – AP, ANDHRA PRADESH

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## Student Referral Program Policy to Boost International Admissions

### Main Objective

To enhance international student intake at SRM University-AP by introducing a Student Referral Programme that incentivizes current students—particularly those from international backgrounds—to refer prospective applicants from their home countries and networks. These students will act as authentic ambassadors of SRM AP, sharing their positive experiences and promoting the university's strengths in academics, research, and campus life. Upon successful admission and enrolment of a referred student, the referring student will receive a reward ranging from ₹10,000 to ₹20,000 (approximately USD 120-240), credited as a scholarship or fee adjustment. This is significantly more cost-effective than the USD 1,000 per student currently paid to international recruitment consultants, making the programme a strategic alternative that strengthens student engagement while optimizing recruitment expenditure.

The following are the features of structured referral mechanism:

- Current students will be invited to refer prospective applicants during the admission cycle.
- The referred applicant must enter the referrer's Student ID number in place of the voucher code in the application portal.
- Upon successful enrolment of the referred student, the referring student will receive a reward of ₹10,000-₹20,000, credited to their ERP account as a fee adjustment or scholarship.

### Illustrative Case Example

A student from Nepal refers a cousin to SRM University-AP. The referred student applies using the referrer's Student ID. After the new student joins and completes the enrolment process, the referring student receives ₹10000 - 20,000 credited to their ERP account, which can be used toward tuition or other fees—thus encouraging timely fee payment and reducing financial pressure.



**Expected outcome:**

- **Higher-Quality Leads:** Referral students are more informed and motivated, often resulting in better retention and academic performance.
- **Cost-Effective Recruitment:** With consultant costs averaging USD 1,000 per student, this programme offers a high-impact, low-cost alternative that can be scaled organically.
- **Student-Led Outreach:** Current students become passionate, informal ambassadors—especially in their home countries—sharing real experiences and strengthening trust in SRM AP.
- **Peer Accountability:** Referred students often maintain strong connections with their referrers, increasing the likelihood of serious, committed applicants.
- **Minimal Administrative Overhead:** Students can engage informally, especially during semester breaks, with minimal staff intervention required.

**Operational Considerations**

- The Finance and Admissions teams will jointly track and validate referrals for disbursal.
- A targeted communication campaign (via ERP, email, and student groups) will be rolled out to promote awareness.
- A pilot programme can be launched for the upcoming admission cycle, with results analysed for potential expansion.

This Policy initiative aligns with our strategic goals of increasing international enrolment, strengthening student engagement, and optimizing recruitment spending. It builds a community-driven admissions ecosystem where students actively contribute to the university's growth and reputation.



  
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