



पण्डित सुन्दरलाल शर्मा (मुक्त) विश्वविद्यालय छत्तीसगढ़  
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Metric No.		Weightage
<b>5.1.1 Q<sub>1</sub>M</b>	<p><b>Promotional Activities for Prospective Learners:</b></p> <p>The Pandit Sunderlal Sharma (Open) University Chhattisgarh, Bilaspur (PSSOU) has undertaken various programs and activities for promotion among prospective learners. The University has a clear vision and mission. Our University is promoting different programmes, having a blend of some conventional and some advance courses, to meet the emerging aspirations of massively diverse sections of learners in Chhattisgarh state. Because of several circumstances, aspirants cannot continue their education, like domestic responsibilities of women after marriage, need of employment for livelihood, non-availability of admission and living in remote areas, etc. The University undertakes educating such learners who cannot opt for or continue their education through regular/conventional mode because of such unavoidable hurdles.</p> <p>Second, our University's mission statement is "Higher Education at Your Door". Here, it needs mentioning that our mission statement is our guideline to create a road map to promote diverse activities among prospective learners. Promotional activities of the University for prospective learners have created a success story of over 33000 learners currently registered at the University. Still University is effortful for reaching every hunter/searcher for higher education. Chhattisgarh state is quite a challenging state among different states of India in terms of backwardness in many areas; especially the area of education is our University's prime concern; to promote higher education among prospective learners. The University has its network over the territory of the Chhattisgarh state, functional &amp; administratively, at the same time the learners of other states of India and abroad are most welcome for their</p>	<b>10</b>

learning at the University. Thus, the promotional activities through offline modes are organized within the Chhattisgarh state itself, and through online mode there is no boundary for promotional activities.

The) University has its main Campus and Headquarters in Bilaspur along with 06 regional centers (namely; Bilaspur, Raipur, Durg, Jashpur, Ambikapur, Jagdalpur) and 01 sub-regional center (Kanker) at different key locations of Chhattisgarh state. Headquarters and 138 learning support centers under concerned regional centers cover the entirety of Chhattisgarh region and through this kind of set-up, the promotional activities have been carried out since the foundation of the University. The tribal area of the regional centers (Kanker, Jashpur and Jagdalpur) are considered some of the most vulnerable tribal are as in terms of backwardness in India. So, considering regional prospectus and limitations, promotional activities have been carried out at every level.

Promotional activities start from the Headquarters of the University and have to reach every corner of Chhattisgarh state. As we know, the University offers admission for learners twice in a year. So before admission, there is always notification for admission mentioning the last date of application & other required details. This notification is further circulated to Regional Centers and Learning Support Centers through online and offline mode, as well as displayed at notice boards of University Headquarters, Regional Centers and all Learning Support Centers along with the University website. Our Regional Centers and Learning Support Centers play a pivotal role in promoting activities among prospective learners since they have direct reach to learners. Therefore, during every academic session, meeting of all employees working in Regional centers and Learning Support Centers is called by the University authority at the University Headquarters and sometimes at the respective Regional Center to motivate the employees to multiply their efforts in reaching prospective learners. All learners and their queries regarding admission procedure, or otherwise, are assisted by the help desk of University Headquarters, Regional Centers and Learning Support Centers, both physically & telephonically.

Banners and pamphlets containing the details of admission & offered courses are displayed/distributed at every Regional Center, every Learning Support Center and other suitable places of academic purposes. Apart from these direct promotional activities, the University organizes different indirect activities such as Speech Competition among the students and learners of Higher Education, Blood Donation Camp, Book stall in the fair, etc. Yoga Center is available in the University which is providing its services daily to aspirants at free of cost. Psychological Center is also providing its services and support to the people in need free of cost. Through the Social Responsibility Cell of the University, several awareness programmes are organized in different villages. Within a regular interval of time, the University organizes different seminars on social issues.

Apart from in-house resources for promotional activities, the University promotes the activities through newspapers by providing admission-related details and other necessary information. University's courses & admission related details are also made available through local T.V Channels. Recently, the University has started to promote its programmes by airing lectures on different courses' prospectus and subject topics through ARPA community radio in Bilaspur. For promotional activities, online modes such as WhatsApp groups, official University website and YouTube are being used by the University.

**Activities through online modes used by the University:**

[www.pssou.ac.in](http://www.pssou.ac.in) (University website)

<https://arpaaradio.com/pssou/> (ARPA community radio Bilaspur)

<https://www.youtube.com/watch?v=krAM0olGbz8>(5<sup>th</sup>

Convocation on YouTube link)

<https://www.youtube.be/rpw4BHruZFo> (24<sup>th</sup> Dec. 2020 Geeta Mahotsav on YouTube)