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**S. P. B. PATEL  
ENGINEERING COLLEGE**

SAFFRONY INSTITUTE OF TECHNOLOGY CAMPUS

24 April 2020

Report on

FDP

**Understanding changing &  
competitive times for Engineering  
Colleges in India**

FDP by Shri. Kamal Dabawala  
(Founder of Continuous Learning Pvt Ltd)

## **Report on Understanding changing & competitive times for Engineering in India**

**Name of Participant:** Prof. Ajay Gupta (Civil Engineering Department)

**Role:** Participant

**Name of Resource Person:** Shri. Kamal Dabawala

**Designation and Institute details:** Founder of Continuous Learning Pvt. Ltd.

**Organized by:** S.P.B. Patel Engineering College

**Duration:** 4:00 pm to 5:30 pm

**Venue:** Webinar

### **Introduction and Objective:**

Saffrony institute has focused on educational career of students as well as teaching skill of faculty members. At this time saffrony institute has organized another faculty development program through webinar on the subject of “**Understanding changing & competitive times for Engineering in India**” during seeing the current situation of spreading corona virus. That was conducted by Shri Kamal Dabawala, a well-known mentor.

### **Workshop details:**

The session had started with the prayer which creates positive vibes in our mind. This report was for describing the role of a teacher and how to connect and engage with prospective/future students.

### **How to enrol students?**

Now, admission process becomes challenging task for different universities. Because we all are in the lockdown situation. We have to just not fill seat for admission process but we want bright students and we want to give quality education in our college. For that some factors play vital role in college selection which are as follows:

- ❖ **Academics:** This is totally depends on the teaching strategy and results of the students. Now, we all know that saffrony have secured 1<sup>st</sup> rank out of 98 colleges. This achievement is for first all the professors because of their hardworking for the students and then to get this big achievements.
- ❖ **Infrastructure:** Admission is also depended on college’s infrastructure like campus, lab, library.
- ❖ **Other Activities:** Students are very much interested in other curricular and extracurricular activities as well as study. This type of knowledge is very much important for improving ourselves. There can be other activities like conclaves, events, industrial visits. Events can

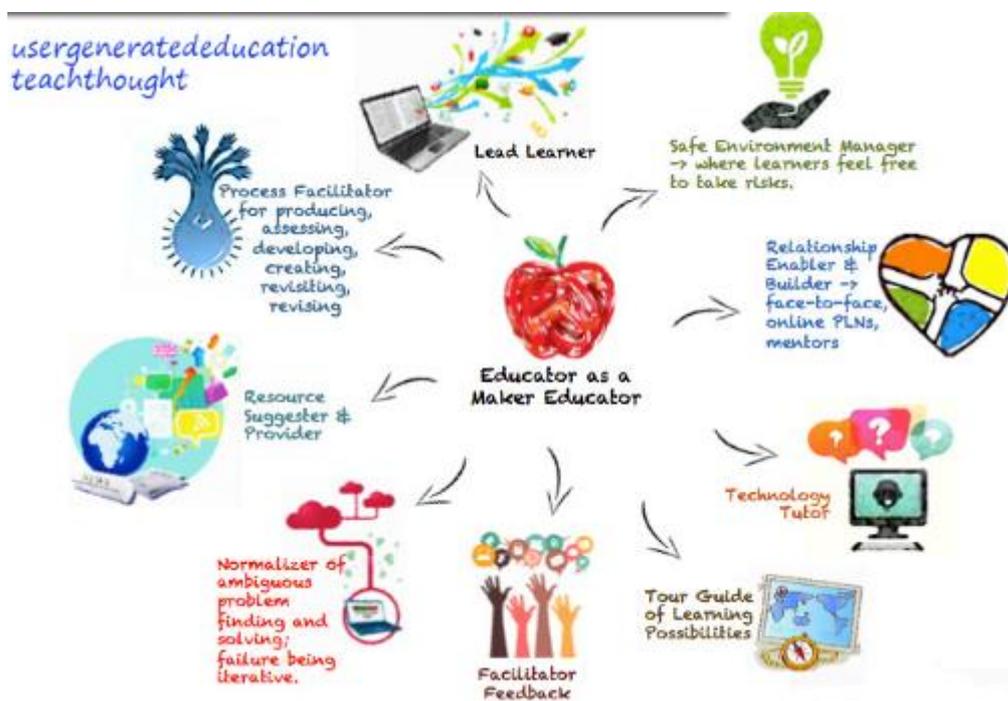
be based on technical and non-technical. Students can get practical knowledge from industrial visits.

- ❖ **Facilities:** Every college has been facilities like canteen, transportation and hostel. So, students can be safe from that side. This plays very important role for college selection.
- ❖ **Placements:** Last but not the least. Every student wants to take opportunity for job placement from college. Saffrony has focused on also placements.

**Play activity: Our roles in life also got expanded...**

- Infant , kid, youth , adult, spouse, parent, grand parent  
Every faculty members shared their views regarding these roles.

From this activity, sir wanted to understand what is the role of the teacher?



Above is the ever expanding role of the teacher that leads the career of the students.

**Understanding process from student’s perspective:**

- ❖ **Awareness:** This is a first thing for every college. This is the role of institute. Institute can inform the ways of admission process to every faculty members.
- ❖ **Consideration:** This is the role of the teacher as information provider and career counsellor. Every faculty inform can inform to different people though different consideration for filling admission in the college.
- ❖ **Attract:** We faculty member can attract the students for telling the visit of the campus. So, the level is increased for choosing the college with attraction.

- ❖ **Decision:** This is the role of the teacher as influencer. We can talk to parents of the students how the atmospheres of the college of learning purpose, what is the activity during the events of the college. So we faculty member must talk to parents for attracting the admission process.

All the criteria which is mentioned above that to enrol the students.

**“ Plant seeds before it rains ”**

**Connecting with prospective students:**

Kamal sir suggested why and how part for connecting the prospective students with the right mindset and right skill set respectively.

**Why? :** Some students don't have enough knowledge which field will be suitable? And what can i do for taking this particular branch? Can I interest in this particular field? These are all the why part that we faculty member have to discuss with the students for choosing particular interested field.



**How? :** We can call a particular students and to give knowledge about every field. We can solve doubts of the students for choosing the particular branch. We can also conduct webinar for giving the right information to the students and also parents so that you can take the branch which will be beneficial in your future and we can also ask the skills of the students and discuss more about that.



**Showing Videos:**

Kamal sir had shown the video regarding Steve Jobs launching iPhone which shows the right mindset and right skill set for launching particular iPhone.

- He gave an another example of Dr. Jonathan Rogers who is the associate professor of Guggenheim school of aerospace engineering.
- He gave an example of his daughter's case how to choose particular field for your interest which leads to a right course, right institute.

He suggested the word apprehensions which lead to the right mindset.

- Take ownership
- Do it with joy
- Do it with sense of purpose
- Do it with pride

We have to feel proud to share about the achievements like saffron has secured 1<sup>st</sup> rank out of 98 colleges in the university and top 10 in the university in all the semesters.

### **Plan of action:**

- We have to attract the students for admission :
- ✓ We can write Blog or Article for our institute.
- ✓ We can share success stories of students as well as professors and share on the you tube channel. So, everyone can search on the Google engine for that.
- ✓ We can put an image with detailed description where he/she was placed on our saffron page.
- ✓ We can share courses which available in the college.
- ✓ We can interact with alumni or former students for admission process. This is the key asset for our college.
- ✓ We can share the award of teachers' where the institution can be performed.
- ✓ Campus placements
- ✓ There can be digital admission process so students can fill the form at any location.
- ✓ We can upload more videos for different activities or events or achievements of the college.

Social media is the buzz word for us because students are very active on this. So, we will attract more number of students for doing all above criteria.

**Yours Sincerely,**

Prof. Ajay Gupta

**Assistant Professor, Civil Engineering Department**



**S. P. B. PATEL  
ENGINEERING COLLEGE**

SAFFRONY INSTITUTE OF TECHNOLOGY CAMPUS

25<sup>th</sup>-April 2020

**Report on**

**FDP**

**Connecting & Engaging Prospective Students**

FDP by Shri. Kamal Dabawala

(Founder of Continuous Learning Pvt Ltd)



**S. P. B. PATEL  
ENGINEERING COLLEGE**  
SAFFRONY INSTITUTE OF TECHNOLOGY CAMPUS

## **Report on Connecting & Engaging Prospective Students**

**Name of Participant:** Prof. Manan Thakkar (Information Technology Engineering Department)

**Role:** Participant

**Name of Resource Person:** Shri. Kamal Dabawala

**Designation and Institute details:** Founder of Continuous Learning Pvt. Ltd.

**Organized by:** Saffrony Institute of Technology

**Duration:** 10:00 am to 12:30 pm

**Venue:** Webinar, At Home

### **Introduction & objectives**

This is last session of FDP conduct by Kamal Dabavala sir with the aim of how to connect and engage prospective students with your effective and structured telecommunication. What do's and don'ts in your conversation and joy of guiding someone to take the right path. Be a part of success journey of our institute with joy and leave your impression in someone's life and in institute. Kamal sir give example of Apple team, who's inscribed into the inside rear panel case mold for the 128k, 512k and Mac Plus are the signatures of the historic

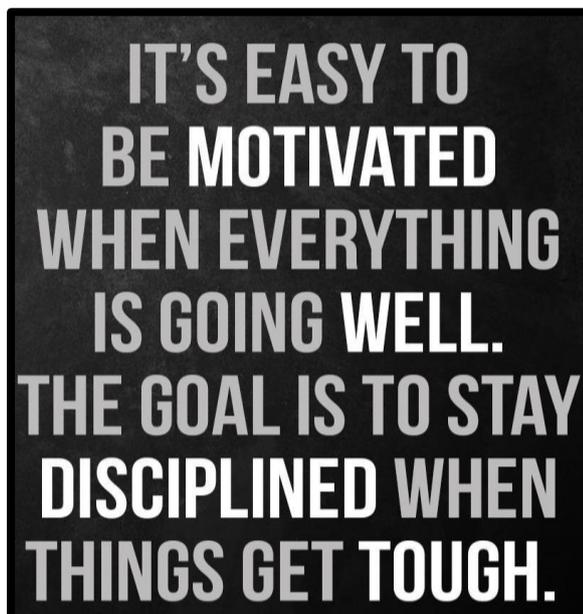
### **Know your Worth**

For convincing and to motivate others first of all we must know about worth of our work and our institute. We feel proud to be a part of Saffrony Institute of Technology. We feel proud to share about our achievement like 1<sup>st</sup> rank in the university and top 10 in the university in all the semesters. This institute has spiritual background without a commercial mind set and with a powerful vision. There are lots of other factors which make our institute different than other institute. Our institute is not only focus on only students result but we also focus on their communication behaviour, discipline, co-

curriculum activity, presentation skill, their interest towards sports activity and technical skills.

### **Keep your self-motivated**

In this admission process Kamal Dabaval sir explained in last webinar Understanding changing & competitive times for Engineering Colleges in India that why we work hard for this admission process and why we motivate ourselves for marketing and telecommunication. Now in this webinar Kamal sir told how to motivate yourself and how your motivation helps others also. So keep your self-motivated withstand few bad experiences in a day, many times when you called you feel insulted and humiliated by response of some respondents, but you must prepare for that and don't be panic in that situation.



**IT'S EASY TO  
BE MOTIVATED  
WHEN EVERYTHING  
IS GOING WELL.  
THE GOAL IS TO STAY  
DISCIPLINED WHEN  
THINGS GET TOUGH.**

Sometimes also possibility of not able to be connect to the right person after multiple attempts, data is not right and some wrong numbers so there are lots of difficult situation arise in your telecommunication task so Kamal sir motivate and prepared how to fight and how to be calm in this situation.

Always be ready to go that extra mile and stretch yourself a bit more means sometime possible that you called someone and that person is not free at that time to talk and told you to call at different time or except college time, someone told you to call on weekend and some call extended to hour and more than hour so in these all situation we must

prepared ourselves and do with joy. We don't think about our institute timing and daily target but we have to do quality work by motivating our self.

### **The Structure of calling**

Kamal sir give us the structure of calling for increase impact of telecommunication where Kamal sir told first greetings and then give short introduction like your designation with name and institute name then after some effective questioning like about their education results, interest, family background. After knowing all these things, summarise it and then present the effective solution. Closing of call such that you have to talk with them in very near future like think about my opinion and solution I will call you tomorrow and whenever you free, please come for visit our institute so we can talk further.

In this whole calling structure main important part is to know your responder quickly and convert your conversation accordingly. Because some time when you called students but responder is parents, from which some parents don't know anything about engineering and all but some parents are engineers so there is totally different conversation in both the case. So don't go with any thumb rule and be consultative, first ask and listen carefully and then provide information accordingly so that you guide them properly and satisfy them with your solution

### **Do's & Don'ts**

In this topic Kamal sir warn everyone mainly to maintain distance of negative marketing that means we don't do any negative marketing and told negative things about other institute to anyone our interest is to only provide information regarding our institute and achievement of our institute and for all these things we spend appropriate time for each call so as to satisfy. We also take care of Jargons because we don't know the responder personally and so that always be simple and convert conversation and language accordingly

**Yours Sincerely,**

Prof. Manan Thakkar

**Assistant Professor,**

**Information Technology Engineering Department**