



## ENHANCING ENROLMENT AND ACCREDITATION FOR A LEGACY ENTREPRENEURSHIP INSTITUTE IN INDIA

### About the Promoter

An Institute in India that has dedicated itself to Entrepreneurship institute with a prestigious legacy spanning over many decades. India has a vibrant entrepreneurial ecosystem, and an institute with such a rich history and lineage likely plays a crucial role in nurturing and empowering aspiring entrepreneurs. By assisting individuals in starting new ventures family business, the institute plays a vital role in fostering entrepreneurship, contributing significantly to the dynamic business landscape in India and promoting the spirit of entrepreneurship across various sectors.

### Objective

Renowned as a crucial national hub, the Institute's acclaim for fostering entrepreneurship is rooted in its commitment to industry-bridging academic courses and contemporary curriculum. Its success is bolstered by a dedication to building a robust entrepreneurship education ecosystem and driving startup initiatives for emerging businesses. The Institute tailors market-relevant curriculum, fostering a holistic approach to nurturing entrepreneurial talent. Beyond imparting knowledge, it trains and equips potential entrepreneurs, family business successors, and social entrepreneurs with practical skills. Through these comprehensive efforts, the Institute stands as a leading force, empowering individuals to thrive in the ever-evolving realm of entrepreneurship.

## **Challenges**

Over the past few years, the institute has encountered difficulties in student enrollment, both in terms of quantity and concerns regarding the quality of admitted students. Despite its established reputation, the flagship program struggle with low awareness and branding issues, necessitating a concerted effort to enhance visibility and address these challenges.

Furthermore, the institute was diligently pursuing ongoing accreditation, reflecting its commitment to maintaining and enhancing educational standards.

## **Solutions**

### **1. Marketing, Branding, and Admissions Support**

Eduprogess played a pivotal role in enhancing the Institute's visibility and extending its outreach. Serving as a vital catalyst for the flagship program, Eduprogess contributed to positioning, awareness, and branding efforts through strategic digital presence, leading to effective lead generation and enrolment support. Additionally, it provided essential support for student engagement and alumni management, ensuring a comprehensive approach to addressing the challenges and fostering sustainable growth for the institute.

### **2. Accreditation Enhancement**

Eduprogess has been instrumental in elevating the Institute to secure prestigious Accreditations. It devised a comprehensive roadmap, conducting workshops for data collection and identifying gaps. Eduprogess facilitated the fulfilment of accreditation gaps, including the preparation of reports and documentation. Furthermore, it played a key role in training faculty and staff for peer team visits, conducting mock rounds, and providing valuable assistance throughout the accreditation process.

## **Result**

Eduprogess has been instrumental in shaping the institute's flagship program positioning, branding, and awareness in the new digital era. Through a robust digital presence strategy, Eduprogess successfully enrolled new talented and diverse students, enhancing the quality of the student cohort. Additionally, Eduprogess has been pivotal in providing accreditation to the institute, reinforcing its commitment to excellence in education and institutional growth.