

HELPLINE NUMBERS

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OUR UPCOMING EVENTS



COLLEGE 2 CAMPUS

COLLEGE AND CAMPUS EDU. SERVICES PVT. LTD.

College and Campus Edu. Services Pvt. Ltd.

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Students Hand Book

2014 - 2015

## ABOUT STUDENT HAND BOOK 2014-2015

The hard work, preparation, and dedication students display during their board exams, although incredibly important, is only the first step. Now comes what could be, without exaggeration, one of the most important decisions of their lives: which institution to join in order to continue their educational odyssey. However, what is an extremely complex decision anyway, is further complicated by the fact that the recent proliferation of colleges and universities has made the range of options overwhelming. Since it is obviously not feasible to physically visit every university, students and their families are forced to rely on anecdotal information, informal advice from a neighbor or friend, or university websites and advertisements that are light on actual concrete details about the institution. More often than not, students join an institution, only to find out later that another university would have been a far better choice. It is in this context that we would like to introduce College and Campus Edu. Services Pvt. Ltd, a team of highly skilled professionals dedicated to helping students navigate the selection labyrinth and, based on their interests, aptitude, and financial situation, reach their desired destination. Our seven years of experience and unparalleled knowledge of Bihar and Jharkhand's educational landscape has helped position our company as an invaluable bridge connecting students and universities, and, thus, to their dreams.

## EDUCATION IN BIHAR

The state of Bihar currently has 19 universities in total: 15 state universities; 2 central universities; and 2 deemed universities. It also has 17 colleges located throughout the state. Taking into account the whole spectrum of boards (CBSE, ICSE, Bihar Board), more than 7 lakh students in all streams (Medical, Engineering, Art, and Commerce) take +2 exams every year. Out of this number, approximately 1 lakh students hope to enter Engineering programs that, combined, can only offer 6,500 seats. As this one example illustrates, there is lack of capacity to accommodate the number of students that graduate every year. We estimate that approximately 6 lakh students explore academic options outside of Bihar every year.

## OUR VALUE ADDED CLIENTS



## GALLERY



## BENEFITS OF STUDENT HANDBOOK 2014-2015

- Our release date in the last week of November, 2013 means that, by the time other institutions are just starting to outline strategies on how to reach students, your institution will have already been planted in the consciousness of 7 lakh prospective candidates, a number that represents the largest mobile student population in the country.
- Compared to all other types of promotional media employed to reach out to prospective students, our Student Handbook 2014-2015 is, by far, the cheapest and most effective method.
- No matter what other type of promotional media you consider, from TV ads to newspaper pull-outs, you cannot be certain that it is being transmitted to your target audience. Our Student Handbook 2014-2015, on the other hand, guarantees DIRECT access to 7 lakh potential students.
- Using its vast network of nodal offices in Bihar and Jharkhand, College 2 Campus will also extend its full support to your institution, providing physical information/counseling centers and space for prospectus sales entirely free of cost.
- College 2 Campus plans to hold a massive launch event for the Student Handbook 2014-15, which will be inaugurated by Chief Minister of Bihar and where your institution will be prominently featured.
- Depending on your level of visibility in Bihar, the Student Handbook 2014-2015 will allow you to either take the first step towards building your brand there or consolidate and strengthen your pre-existing presence.



## ACTION PLAN STUDENT HAND-BOOK

In conjunction with the Bihar Ministry of HRD, College and Campus Edu. Services Pvt. Ltd. has developed an innovative scheme that will allow you to directly reach the entire +2 student populace in Bihar. We propose to produce 7 lakh student handbooks for the academic year 2014-2015 which will exclusively carry in-depth profiles and details of a select number of institutions (15 universities and 15 colleges). This will allow you to showcase and present your institution directly to your target audience: 7 lakh students primed, ready, and motivated to fulfill their academic aspirations. We will reach out to every CBSE, ICSE, and Bihar Board affiliated school across the state of Bihar and guarantee hand-delivery to each and every one of them. This distribution operation is scheduled to commence in the last week of November, 2013.

## STUDENT HANDBOOK 2014-2015 DETAILS AND SPECIFICATIONS

Number of copies to be printed : 7 lakh

Number of pages : 60 + cover

- Paper Quality : Cover – 210 gsm Imported Art Paper
- Inside pages – 100 gsm Imported Art Paper
- Dimensions : 7.25 x 9.50 inches
- Color Printing through out
- Number of pages per institution: 2

## WHAT WE ENSURE

1. Creating and promoting awareness of educational institutions among student and faculty communities around the country.
2. The establishment of a common platform that will foster effective and unhindered communication between educational institutions and their target audience.
3. Guiding students and their families through every step of the decision making process.
4. Organization of customized brand promotion events.
5. Independent and active lead generation for our associate institutions to boost student inquiry conversion rates.
6. Building and maintaining a dedicated structure that connects our associate institutions to new and rapidly growing markets.

## STATE STATISTICS - 2013 - 14

Districts - 38  
Govt. Schools - 1531  
Private Schools - 242 (CBSE + ICSE)

## RATE CHART

1. Two page insertion charges Rupees 15 Lacs + Taxes.
2. Back Cover Rupees 25 Lacs + Taxes.
3. Back inside cover Rupees 20 Lacs + Taxes
4. Front Inside cover Rupees 18 Lacs + Taxes.
5. Exclusive property form insertion with Hand Book 2014-15 Rupees 30 Lacs + Taxes.
6. Center Spread Rupees 25 Lacs + Taxes.



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38 Districts | 15 Universities | 15 Colleges | 7 Lakh Students

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