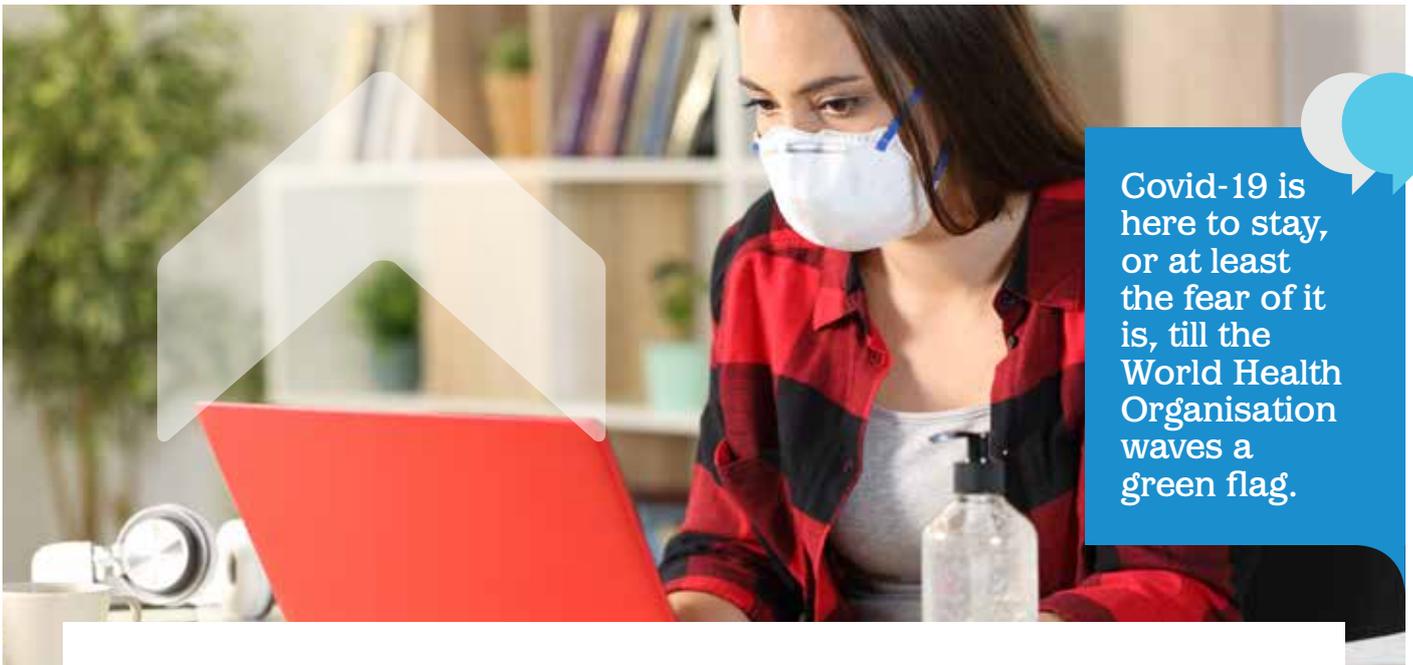


INCREASING STUDENT ENROLMENT IN THE TIME OF COVID-19



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Covid-19 is here to stay, or at least the fear of it is, till the World Health Organisation waves a green flag. While the pandemic has disrupted the academic activities for the most part of the calendar year, there is still much to gain. Students are currently living a phase of uncertainty regarding entrance exams and admissions to the college or university of their choice; here's where academic institutions can come to their assistance. By leveraging the power of technology to digitise the admissions process and taking it online, institutions can assuage their fears and offer clarity and convenience.

Educational institutions across the globe constantly compete for student recruitment. **This is the time to get their attention by offering them a flexible, seamless solution which students can access from the safety of their homes. Is the transition from offline to online an elaborate process?** Does it require extensive manpower training and how would an institution manage that in the time of social distancing? For institutions who are going digital for the first time, there are many questions that need answers.

EdTech Company, Octoze Technologies Private Limited, has created an online platform called Camu which simplifies the online migration process to the extent that an institution can have it up and running within a few weeks, without any extensive training. **Camu integrates with every academic and administrative function and facilitates a rapid transition to enable academic institutions to meet their enrolment goals, even during this time of crisis.**

ONLINE ADMISSIONS

Picture admissions during pre-Covid: endless student queues snake their way through the campus as harried staff try to resolve their queries, which they may or may not be qualified to answer. Add to this the mandatory requirements of subject selection, document submissions and fee

payments, and admissions become a tedious administrative nightmare. With all information being submitted in physical form and shuttled across various departments, there is also the risk of privacy being compromised or misplacement of crucial documents.

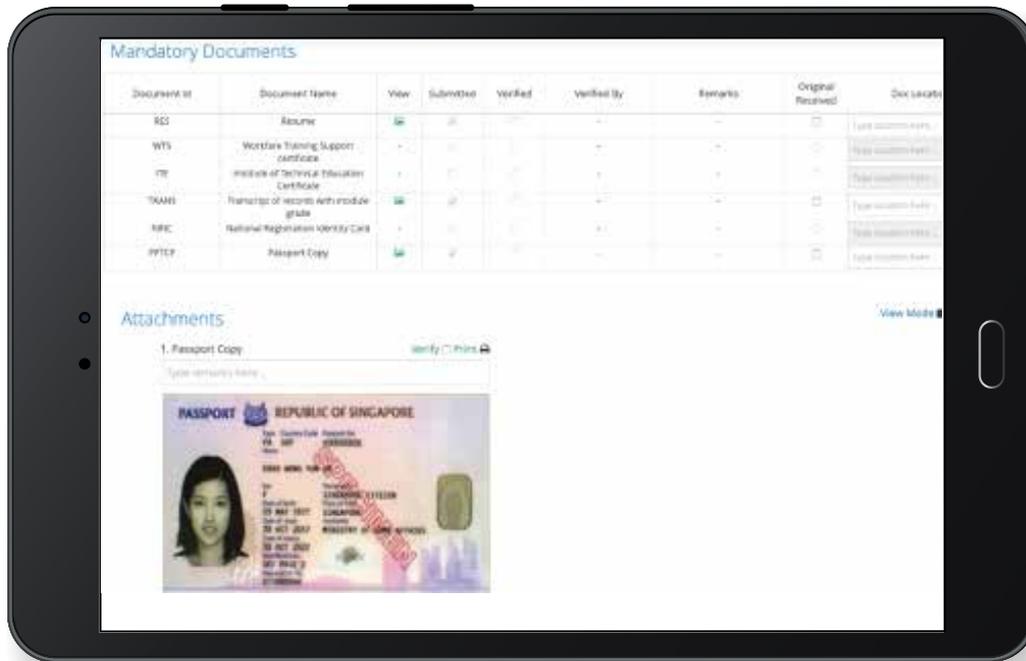


All that is in the past now with Covid-19 giving admissions a new turn. From form filling to document submission to fee payment, the Camu Online Student Admissions System offers a cloud-based integrated solution that crunches all these tasks into one seamless system. The system also offers additional advantages such as electronic submission of documents, bulk tracking and processing, customised communication and admission offers, and status change notifications. For students, the entire admissions process can be completed in

a few clicks and via a mobile app. From course selection to document uploading and even fee payment, a guided menu completes all tasks in minutes with complete clarity and transparency.



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ENTRANCE TESTS

Entrance tests are an integral part of most courses as they help curate prospective candidates who will meet the stringent requirements of the course. As pen and paper-based and exam centre based tests have been discontinued to follow the norms of social distancing, online tests and assessments provide an equally effective and secure option.

Camu's online exams offer far more flexibility and versatility and can be

varied among respondents to prevent any incidence of cheating. In addition, exams can be monitored and cheating detected using video and audio streaming and secure browsers that prevent the opening of another window during the online exam. By taking the entrance tests online, institutions can be assured of enrolments as well as expand their reach to include students from different countries and geographies.



FEE PAYMENT

Fee management is one of the most important aspects of any business. Delayed payments mean loss of revenue, which further impacts profitability of the institution. Manual systems also entail endless trips to the bank, miscalculations, tracking thousands of payments, follow-ups and more importantly, loss of interest on delayed payments.

A fully automated fee management system offers accuracy, safety and transparency with digitised payment options that can be tracked in real-time. With Camu, fees can be linked to course registrations, guaranteeing immediate payments. The system also provides real-time updates on payments, collections and dues and automates email alerts and reminders to defaulters.



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EVALUATION AND FINALIZATION

For students, the admission process is one of the most stressful phases in their lives. The evaluation process takes weeks and most institutions have tight timelines for students to accept their offer. **The fear of losing out on an academic year compels students to opt for the institution that confirms their admission first, even though it may not be their preferred choice.**

With Camu, institutions can configure their admissions processes to reflect

their evaluation processes and policies. This results in an almost immediate assessment of the application. The streamlined process results instantly and sends out communication to students instantly. By digitising processes such as admissions, course registrations, assessments, student services, and fee management, Camu allows multiple teams to respond instantly to important decisions that best meet students' needs.

While Covid-19 may be temporary, the institutions that innovate their processes during this time will find far-reaching benefits that will tip the scales in their favour in the future.