Chapter 3
Profiles of the Selected Higher Education Institutions

3.1 INTRODUCTION

Three Higher Education Institutions were selected as institutions for special reference for administration of questionnaires to students, administrative heads and heads of the selected HEI, namely:

1. Chhatrapati Shahu Institute of Business Education and Research, Kolhapur (SIBER).
2. Padmashree D.Y. Patil Vidyapeeth, Pimpri, Pune (DPU)
3. Symbiosis International University, Lavale, Pune (SIU)

All three institutions have been accredited with ‘A’ Grade by the National Assessment and Accreditation Council (NAAC). SIBER, an institution affiliated to Shivaji University but recognized as an autonomous institution by the University Grants Commission while SIU and DPU are deemed Universities having an all-India student profile.

SIBER essentially teaches commerce and management; SIU management, engineering and law; and DPU health sciences (medicine, dental science, physiotherapy and nursing) with biotechnology & bioinformatics and management. The three institutions together provide a mix of students from different professional disciplines drawn from different socio-cultural backgrounds and geographically diverse regions. The common factor is that the majority of the students are from middle- and upper- economic classes. In order to appreciate the background of the persons to whom the questionnaires were administered, the profiles of the concerned institutes are given, in brief, in the following pages.

Brief profiles of the three institutes, based on review of their websites and personal interviews with stakeholders, are given below. The profiles also include the processes which influence the enrollment of students and aspects which enable the institution to stand out. The details also mention the composition of the student body and the numbers of International students in each of the institutions as applicable.
3.2 CHHATRAPATI SHAHU INSTITUTE OF BUSINESS EDUCATION AND RESEARCH (SIBER)

Address: University Road, Kolhapur. 416 001.
Phone: 91-231-662557 / 58
Website: www.siberindia.com

3.2.1 Institution profile

The Chhatrapati Shahu Institute of Business Education and Research (SIBER), was established in 1976 through the Chhatrapati Shahu Institute of Business Education and Research Trust by Dr. A.D.Shinde. This institute was one of the first Institutes in Kolhapur to start the MBA programme.

The Trust has the following institutions:
1. Chhatrapati Shahu Institute of Business Education and Research, Kolhapur.
2. V.P. Institute of Management Studies and Research, Sangli.
5. Smt. Radhabai Shinde English Medium School, Kolhapur
6. Dinkarrao K. Shinde School of Social work, Gadhinglaj, Kolhapur
7. Non- Conventional Women’s College, Kolhapur
8. Gijwane Highschool, Gijwane

3.2.2 Vision statement

‘The vision of SIBER is to be ‘the Institute of first choice of students’

3.2.3 Mission statement

1. To provide professional education and training to students in general and particularly to those from the predominantly rural Southern Maharashtra.
2. To provide facilities and training to teaching and research community in higher and professional education.
3. To promote confidence and motivate faculty and staff to efficiently address the expectations of the student community and society at large.
4. To equip the student community through academic autonomy to face future challenges.

5. To inculcate the spirit of dignity of the individual, excellence and service.

**3.2.4 Logo**

The logo of the institute, shown in Fig 3.1, is traditional in nature and does not necessarily reflect a new age or an international focus.

![Fig. 3.1 Logo of SIBER](image)

**Tagline of the institution:** ‘College with potential for excellence’

**3.2.5 Accreditation and grade by NAAC, National and International Affiliations, Recognitions and Collaborations**

The HEI has been accredited by NAAC (National Assessment & Accreditation Council) with ‘A’ Grade, is affiliated to Shivaji University, recognized by UGC as an autonomous institution, and financially supported by the Government of Maharashtra. SIBER is autonomous since 1995 under the Shivaji University Act. The Institute has no collaborations with any foreign University or Institution.

**3.2.6 Unique Selling Proposition (USP)**

It is the best recognized management institute in south Maharashtra, and one of the first management education institutes in the Kolhapur District. It is the first institute in Shivaji University area to be granted autonomous state by the University Grants Commission. The institute was the first in India to start a Master of Environmental Management programme in India. The water chemistry laboratory has been recognized by the Maharashtra Pollution Control Board. The source of enrollment of students was till a few years ago pan-Indian but is now mainly from the urban and semi-urban areas of southern Maharashtra.
3.2.7 Flagship educational programmes

The flagship programmes are:

- Master of Business Administration (M.B.A.),
- Master of Computer Application (M.C.A.)

3.2.8 Infrastructure

The campus has been built on an area of 11 acres. The location of the institute is advantageous as it is situated adjacent to Shivaji University campus, and the campus of the prestigious Rajaram College and the army area. The academic complex covering more than 100,000 square feet consists of classrooms, audio-visual rooms, an administrative wing, library, hostel, staff quarters, bank, canteen and play-ground. The Institute provides various sports facilities to the students.

*IT and Infrastructure:* Computer labs are available for MBA and MCA batches respectively.

3.2.9 Living facilities for students

The Institute provides separate hostels for men and women within the campus. The hostels have 85 rooms. There is a student’s canteen which caters to the tastes of students from various states.

3.2.10 Placements

The placement for the MBA programme is supported by the placement cell consisting of the student body and the academic staff of the institute. Organizations from Kolhapur as well as from outside the city, take part in the campus recruitment.

3.2.11 International marketing of Higher Education

Currently the institute is not making any efforts to recruit international students. The enrollment of Indian students is largely through general awareness and a good word of mouth.

It may be noted that there is:

- No advertisements in electronic media or through national television channels for mass advertising.
- No student exchange programmes with any foreign University.
- No focus in on the enrollment of International students.
• No International student support service is available to facilitate admission.

3.2.12 International students support initiatives
The HEI does not have support services for International students.

3.2.13 Recruitment office in India and Overseas
The HEI does not have any offices other than its campus.

3.2.14 Website quality and content
The website of the Institute is of average quality with a few sub-sites being either under construction or is not available. The website has no mention of any information pertaining to admission requirement of overseas students.

3.2.15 Quality of life on campus
The institute provides all basic facilities required by students from an urban, environment. These facilities were created in the late 1990s and in the early part of the new century when quite a few students came from the northern part of the country. However, with the growth of management education in northern India the inflow of the students from that region has been considerably reduced. An additional positive point is that though all basic facilities are available the hostel charges and other expenses are on the lower side and the students can live on a budget which would be lower than required at other places.

3.2.16 Brand building activities
The institute is endeavoring to re-build its brand image and increase its visibility through seminars, workshops, collaborations, guest lectures, industry interaction and social initiatives. The new logo and tag line are displayed on website. The HEI has a formal dress code for the teachers and also for students enrolled in some of the flagship programmes of the institute. The recent ‘A’ rating by NAAC has helped greatly in strengthening the brand image of the HEI.

3.2.17 Industry interaction
The Kolhapur Chamber of Commerce has been active for decades in interacting with the local community and this has been helpful in developing institute-industry interaction. Incidentally the members of the chamber regularly make international visits
and can be requested to advertise the institute. Workshops are organized regularly for the students of the MBA programme. The HEI also has a dedicated placement cell and they have been successful in getting the offices of many known companies to recruit students from the institute.

3.2.18 Social welfare responsibility initiatives

Social welfare activates by the Institute if at all are not communicated through the web portal or at the HEI campus.

3.2.19 Participation in education fairs

The HEI does not participate in education fairs and is not visible during such events

3.2.20 Student composition

All the students are of Indian nationality. No foreign, NRI or PIO students are enrolled for any of the programmes at SIBER. In the past SIBER has had student representation from many states of the country.
3.3: Dr D.Y. PATIL VIDYAPEETH, PUNE (Deemed University)

Address: Sant Tukaram Nagar, Pimpri, Pune- 411018
Ph. No.: 91-20-27420069, 27420156, Fax: 91-20-27420010
Website: www.dpu.org

3.3.1 Institution profile

The Dr D.Y. Patil Pratishthan established the Padmashree Dr.D.Y.Patil Medical College, Hospital and Research Centre in 1996. The college was accorded in 2003, the status of Deemed-to-be-University by the Ministry of Human Resource Development (MHRD), Government of India, on the recommendation of the University Grants Commission (UGC). Subsequently the Vidyapeeth was allowed to take within its ambit the dental, physiotherapy and nursing colleges of the Dr D.Y. Patil Pratishthan. It also started institutes for optometry and visual sciences, management and biotechnology & bioinformatics and also an institute of distance learning.

In accordance with new requirements of the government the Dr D.Y. Patil Pratishthan was split in 2008 into the Dr D.Y. Patil Vidya Pratishthan Trust and the Dr D.Y. Patil Vidyapeeth Trust. The Dr D.Y. Patil Vidyapeeth falls within the purview of the latter.

The Institutions under D. Y. Patil Vidyapeeth are the following:
1. Padmashree Dr. D.Y. Patil Medical College, Hospital and Research Centre, Pimpri, Pune.
2. Dr. D.Y. Patil Dental College and Hospital, Pimpri, Pune.
3. Dr. D.Y. Patil Biotechnology and Bioinformatics Institute, Tathawde, Pune.
5. Padmashree Dr. D.Y. Patil College of Nursing, Pimpri, Pune.
7. Institute of Distance Learning

3.3.2 Vision Statement

The vision of the Vidyapeeth is “to see an enlightened, cultured and economically vibrant India developed through education in diverse disciplines”. In keeping with this vision the parent trust strives to:
• To start new colleges and institutes for launching programmes in emerging areas and fields, with emphasis on women education, education for the under-privileged and education related to environment.

• To start off-campus centers / institutes, off-shore campuses and establish / recognize study centers for the purpose of advising and counseling the students for distance education programmes.

• To raise academic standard in the constituent units of the Vidyapeeth by constantly upgrading the curricula with a view to bringing the same to the level of the global standard.

• To evolve an evaluation method that will evaluate students objectively.

• To bring about development of teachers through workshops, seminars, refresher courses and training programmes.

• To bring about overall development of the student by ensuring their active participation in co-curricular, extra-curricular and cultural activities.

• To seek collaboration with national and international institutes of repute and launch collaborative programmes in novel areas and twinning programmes in the existing courses.

• To encourage both teachers and students to undertake research in their respective fields.

• To undertake extension activities with a view to bringing about holistic development of the adjoining rural areas.

### 3.3.3 The mission statement

“To contribute to the socio-economic and ethical development of the nation, by providing high quality education through institutions that have dedicated faculty and state-of-the-art infrastructure, and are capable of developing competent professionals and liberal-minded citizens”.

### 3.3.4 Logo

The logo of the Vidyapeeth is shown in Fig 3.2 gives an active outlook and has modernity but does necessarily portray an international focus.
3.3.5 Accreditation and grade by NAAC, National and International affiliations and Recognitions

Dr. D.Y. Patil Vidyapeeth was granted deemed university status established under section 3 of the UGC ACT 1956, vide notification F 9 39/2001 U3 Dated 11th Jan 2003 Government of India. It has been accredited by NAAC (National Assessment & Accreditation Council) with A Grade.

All its institutes (except Optometry) offer education at the bachelor’s, master’s and doctoral levels and have a strong focus on research and International collaboration. The MBBS and BDS degrees of the Vidyapeeth have been recognized by the Medical Council of Malaysia making graduates of DPU eligible for practice in that country. The University has collaborations with foreign Universities which facilitates the progress and development of its students and faculty through exchange of research scientists, faculty members and students through research activities and short term training programmes. The University has an MOU with Dongseo University, Busan, Korea and co-operative agreement with University of Iberoamerica, San Jose, Costa Rica. It has arrangements with Johns Hopkins University, USA for regular video-conferencing of educational programmes. It has research collaboration under a European Union programme with the University of Skvode, Sweden.

1.3.6 Unique Selling Proposition (USP)

- The Vidyapeeth has a wide range of courses ranging from Diploma to super specialty courses and Ph. D. in faculty of medicine.
- The Padmashree Dr D.Y. Patil Medical College received approval of the Medical Council of India (MCI), for the award of MBBS degree for its very first batch,
and immediately thereafter was granted permission for post-graduate studies. Today, It has been permitted about 150 post-graduate seats by the medical council of India

- The Vidyapeeth is located in an urban area and is well connected by road form Pune city and has good infrastructure and living facilities for its students and the MBBS course has high demand.
- Good infrastructure, excellent faculty, excellent record in research and its flagship medical and dental colleges are in demand for admissions from the NRI population.
- The Vidyapeeth has ‘A’ NAAC grading with a GPA of 3.08 in September 2009.
- The BDS and MBBS degree is recognized by Malaysian medical council making graduates of the college eligible for registration and practice in Malaysia.
- The medical and dental colleges have together secured the maximum number of students’ project from the ICMR – 10 in 2006, 33 in 2007, 26 in 2008 and 17 in 2009.
- The Vidyapeeth has a strong focus on research and has International research linkages.
- The Vidyapeeth is a member of Association of Indian Universities (AIU) and Association of Commonwealth Universities (ACU)

### 3.3.7 Flagship educational programmes

The flagship programmes are:

- MBBS/MD/MS
- BDS/MDS
- MBA programme of Global Business School

### 3.3.8 Infrastructure

The University has all the required basic infrastructure needs such as centrally air conditioned auditorium which is fully equipped with audio-visual facilities. The hospital is fully equipped with the following facilities: Whole body C.T. scan, Plastic surgery, UGS ultra zoography department, X-ray unit, ten operation theaters, Monitor and ventilator, Blood analyzer.
**IT infrastructure and resources:** The required IT infrastructure is available in the form of computer labs and internet at its Global Business School campus.

### 3.3.9 Living facilities for students

Excellent hostel facilities are available for both boys and girls on the campus. The hostels have facilities of reading-room, recreational area with T.V. indoor game facilities as well as facilities for physical training.

### 3.3.12 Placements

Placements are a very important part of the activities of the Global Business School and Research Centre and the institute of Biotechnology and Bioinformatics. A committee of student representatives helps the placement officer in interacting with the industry and to organize campus interviews.

The placements for the last few years show results show a very healthy percentage of students being placed in some of the known organizations. In the case of biotechnology students the placement is practically 100% with about 20% of the students going abroad for higher studies.

The students of medicine, dental science, physiotherapy and nursing do not require placement as most graduating students undertake higher studies or become self-employed.

### 3.3.11 International marketing of Higher Education

Admission advertisements are placed in local and national newspapers. There is:

- Absence of advertising in the electronic media. But information widely distributed through brochures and website. Most international student avail of 15 per cent reservation for NRI/PIO/FN. Word-of-mouth and reputation of the University appears to be sufficient.

- Absence of advertising on the Internet.

- Promotion activities to support admission of International students.

- Collaborations and MOU with Foreign Universities to help student exchange programmes, faculty development and research.
• Foreign student cell: The Vidyapeeth has an International Students’ Centre which is responsible for admission and disseminating information.

3.3.12 International student support initiatives
The institute does not have any student recruitment offices overseas.

3.3.13 Student recruitment offices in India and overseas
The institute has its recruitment office at its campus in Pimpri, Pune.

3.3.14 Website quality and content
The HEI has a fully informative website and is of good quality in terms of highlighting the activities and support the Vidyapeeth enjoys socially. Information on eligibility and admission procedures has been provided online along with a provision for online registration for entrance examinations. The HEI portal also has a provision to download admission forms. A well defined admission process for International students is made available through the HEI portal with a provision for communicating queries to the HEI.

3.3.15 Quality of life on campus
The HEI provides an urban lifestyle with facilities for cultural activities and an overall good quality of life on campus.

3.3.16 Brand building activities
New Logo displayed on website though the logo does not signify an International outlook or does not convey the vision of the institute. However the logo is contemporary in its design.

There is a deliberate effort to build up its brand by emphasizing its linkages with foreign Universities and by giving media coverage to important events like the annual convocation. The convocations of the Vidyapeeth have been addressed by very eminent personalities like former Presidents of Indian, Mr. Abdul Kalam and Mrs. Prathibha Patil and Union Ministers Mr. Sushil Kumar Shinde and Mr. Sharadrao Pawar. The persons who have Lonons causa degrees include scientists Prof. U.V. Rao, Prof M.S. Swaminathan, Dr. K. Kasturirangan and Yoga Guru Baba Ramdev.

The faculty of medicine of the Vidyapeeth enjoys a steady enrollment every year from the NRI based in West Asia.
The recent brand building events include:
• Organization of an Indo-US Education Conclave which was attended by about 90 US delegates.

• Collaboration with foreign Universities.

• News coverage of DYPBBI ranked amongst the top 20 Biotech schools by Biospectrum.

• A number of Seminars and workshops conducted in various faculties.

3.3.17 Industry interaction
Guest lectures and workshops at the ‘Global Business School’ and industry interaction in the form of ‘seminars’.

3.3.18 Social welfare responsibility initiatives
Social welfare activities are carried out by the medical, dental, physiotherapy and nursing colleges through the Vidyapeeth’s rural health centers. Free boarding and health care services are provided to in-patients at the Vidyapeeth hospital.
Social responsibility initiatives are being carried out by the Vidyapeeth like the most recently held ‘India HIV care discussion programme’

3.3.19 Participation in education fairs
The HEI has regular participation in road shows for its various education programmes

3.3.20 Student composition
• Indian, NRI, Foreign. The Indian students are from all parts of the country.

• There were 29 International students in Vidyapeeth during 2010-11 and in 2011-12 33. (For details please see Tables 3.1 A1 and 3.1A2)

<table>
<thead>
<tr>
<th>Table 3.1 A1: International Students in Dr D.Y. Patil Vidyapeeth</th>
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<tbody>
<tr>
<td><strong>Number of Foreign Students Enrolled</strong></td>
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<tr>
<td><strong>2010-11</strong></td>
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<tr>
<td>Boys</td>
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<tr>
<td>15</td>
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Source: Dr D.Y. Patil Vidyapeeth (Deemed University), Pune.

There is a marginal increase in the number of foreign students from year 2010-11 (29 foreign students) to 2011-12 (33 foreign students)
Table 3.1 A2: International Students Enrolled Country-wise in Dr D.Y. Patil Vidyapeeth

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<thead>
<tr>
<th>Name of the Country</th>
<th>Number of Foreign Students Enrolled</th>
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<tbody>
<tr>
<td></td>
<td>2010-11</td>
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<td></td>
<td>Boys</td>
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<td>Afghanistan</td>
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<td>Kuwait</td>
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<td>Mauritius</td>
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<td>New Zealand</td>
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<td>Oman</td>
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<tr>
<td>UAE</td>
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<tr>
<td>USA</td>
<td>04</td>
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<tr>
<td>Australia</td>
<td>01</td>
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<tr>
<td>Bahrain</td>
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<tr>
<td>Bhutan</td>
<td>01</td>
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<tr>
<td>Dubai</td>
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<tr>
<td>Indonesia</td>
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<tr>
<td>Nepal</td>
<td>05</td>
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<tr>
<td>Kenya</td>
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<tr>
<td>Canada</td>
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<tr>
<td><strong>TOTAL (A2)</strong></td>
<td>15</td>
</tr>
</tbody>
</table>

Source: Dr D.Y. Patil Vidyapeeth (Deemed University), Pune

The enrolled foreign/ NRI students represent various nationalities and are from developed as well as developing countries. The largest number of foreign/ NRI students are from Nepal, USA and UAE.
3.4 SYMBIOSIS INTERNATIONAL UNIVERSITY (SIU) (Deemed University)

Address: Symbiosis International University (Deemed University) Sus Road, Gram Lavale, Taluka: Mulshi, District: Pune.
Phone numbers: 91 90 39116200/39116208/39116209
Website: www.siu.edu.in

3.4.1 Institution profile

SIU is a conglomeration of institutions established by the Symbiosis Trust which itself was started in 1971 by its Founder President Padma Bhushan Dr. S.B. Mujumdar to look at the needs of international students studying in Pune keeping in view the Vedic thought of “World is One Family”. The students come from more than 60 countries to avail the range of courses offered by Symbiosis Centre of International Education, a wing of SIU, SIU has institutions catering to various faculties and areas of study, the institutions are as mentioned.

2. Symbiosis Institute of International Business.
3. Symbiosis Institute of Telecom Management.
5. Symbiosis Institute of Mass Communication.
7. Symbiosis Institute of Information Technology.
10. Symbiosis Institute of Design.

3.4.2 Vision statement

Symbiosis International University will be the preferred destination for all who aspire to excel.

3.4.3 Mission statement

Lead value-based pioneering efforts to:
• Facilitate intellectual stimulation to generate, maintain and disseminate knowledge.

• Empower participants to meet the challenges of a collaborative and competitive globalized environment.

• Synergize excellence amongst aspirants through world-class ambience.

• Institute a culture of inclusiveness and provide wide access to higher education opportunities.

• Foster sustainable environmental attitude.

• Develop a unique university where the branches provide sustenance to the tree and bear fruits for all.

• Initiate trends which impact global higher education policies and practices.

3.4.4 Logo

The logo of the institution is shown in Fig. 3.3 the logo reflects a core international focus.

![Logo of SIU](image)

**Fig. 3.3 Logo of SIU**

3.3.5 Accreditation and grade by NAAC, National and International Affiliations, Recognitions and Collaborations
• The Symbiosis International Education Centre was conferred with the Deemed University status vide the MHRD notification No. F.9-12/2002.U-3 (A) dated 6th May 2002; It was subsequently renamed as Symbiosis International University.

• Accredited by NAAC (National Assessment & Accreditation Council) with ‘A’ Grade

• SIIIB has developed affiliation with International Universities for the purpose of faculty and student exchange programmes and research.

• SIU has global collaborations with a number of overseas Universities and Higher Education Institutions, namely University of Bremen, Germany. Orlando University, USA. Higher colleges of Technology, Abu Dhabi. University college of Sadaya International, Malaysia. University of Hanover, Germany. Seidman Business School, Grand Valley State University, Michigan, USA. Los Angeles Paramedical Institute, USA. Steinbeis University, Berlin, Germany. University of Houston, USA. Deakin University, Australia. Nayang Technological University, Singapore. Leeds Metropolitan University, UK. Georgia State University, USA. Erasmus Mundus, Europe. Etc.

• In addition to the above SIU has partnered with many other Universities also to promote various forms of academic collaborations. The educational collaborations focus on areas of research, faculty exchange, cultural exchange and summer schools.

• Symbiosis International Universities SIBM MBA programme was ranked as the 4th Best B-School in India in 2007 and is one of the best programmes in the country. SIBM also offers excellent diploma courses and an executive MBA to cater to the career enhancement needs of working executives.

3.3.6 Unique Selling Propositions (USP)

• The SIU MBA programme has a very strong pan-India ‘brand recall’

• SIU Has a very strong global focus and a consistent international student composition and very well reflected in all its communications including its logo.

• SIU has been consistently ranked among the countries best business schools by various recognized publications and research agencies.
• SIU has innovative programmes such as the mentorship programm and has a number of teaching methods in practice.

• The Industry-interaction, lectures by visiting faculty and various social welfare initiatives have built up very strong goodwill amongst all stakeholders.

### 3.3.7 Flagship educational programmes

The flagship programmes are:

- Symbiosis Society’s Law.
- Symbiosis Institute of Business Management.
- Symbiosis Institute of Computer studies.

### 3.3.8 Infrastructure

SIBM boasts of state-of-the-art infrastructure for its students at its brand new and spacious campus at Lavale, Pune. All these facilities go a long way in ensuring productive campus life and provide a perfect ambience for academic pursuits. SIBM has a lending library with over 18,000 books, reports, journals, periodicals, CDs.

*IT, Infrastructure & Resources:* SIU has the latest IT infrastructure in the form of Computer lab, with broadband connectivity to the Internet and Intranet, WI-Fi campus. All these resources enable SIU to have an edge over competition.

The other infrastructure aspects include classrooms audiovisual facilities, accommodation facilities for Indian and International students, a 600-seater modern auditorium and a modern conference hall located at Vishwa Bhavan, cafeteria, health care in the form of providing facilities in the form of a modern health club & fitness centre with a view to facilitate a holistic development of mind & body, outdoor and recreation facilities in the form of a Gym, a yoga facility and aerobics facility.

### 3.3.9 Living facilities for students

The capacity of the Vishwabhavan Boys & Girls hostel is 110. The hostel has semi furnished rooms. These rooms are divided into two/three seater rooms. Additional hostel facilities are available at the new SIU Lavale campus.

Symbiosis has another girl’s hostel situated at Model Colony, Next to Atur Centre, Gokhale Cross Road, Pune, with a capacity of 132. This Symbiosis Hostel Model Colony is available to students who have applied to English Language Teaching
Institute of Symbiosis (ELTIS), Symbiosis Institute of Computer Studies and Research (SICSR), Symbiosis Institute of Geo-informatics. International Students are given priority for hostel accommodation.

3.3.10 Placements

Symbiosis Institute of Business Management is the flagship institute of the Symbiosis society and is affiliated with SIU (Symbiosis International University). The institute has a reputation for producing managers who have scaled to top positions in the corporate world for the last 29 years of existence of this programme. SIBM has 4700+ strong alumni which in turn play a part in enabling SIBM to maintain its placement status over the past three decades.

3.1.11 International marketing of higher education

Marketing is done through:

- Advertising
- Newspaper advertisements for the various courses on offer.
- Internet advertisement on known websites.
- Promotion
- Events on a range of topics concerning various faculties get coverage on the SIU website and Newspapers
- CSR activities are given visibility on the SIU website.
- Student exchange programmes with its partner foreign Universities:

An annual feature of our International Business programme is a visit to the Bremen University for four weeks during summer, where select students are exposed to international business practices in Europe. As a part of a tie-up with Oakland University School of Administration at Michigan, USA, faculty from both the institutions have conducted full-fledged courses on a reciprocal basis. A student exchange programme is also a part of this tie-up.

3.4.12 International student support initiatives

There is a provision of a counseling cell for foreign students in the form of ‘Symbiosis Center for International Education’. Information on admission procedures, updates, and admission form download facility are available on the website with keeping in mind the international student. The International Office of the HEI provides
a single window service from FRO to the international students. The support services not only guide the international student for the ‘Foreigners Registration’ but also for other matters like extension of Visa, extension of Residential Permit. This facility is offered at the Symbiosis International Office to help students as the students are new to the place and city.

3.4.13 Recruitment offices in India and overseas.

SIU has:
- Student recruitment offices in Africa and Middle East.
- Student recruitment offices in India
- Campus offices in Pune, Noida and Bengaluru.
- Overseas campus in the UAE.

3.4.14 Website quality and content

SIU has a very student friendly website for Indian as well as overseas students where detailed information in regard to eligibility, entrance tests, and admission procedures are provided.

The SIU website is of very high quality website with dedicated sub-sites for International students.

In order to establish a communication with International students the institute encourages linkages at the University level which enables the University to have a good relationship with International students and faculty. This is done through various student oriented initiatives such as the global immersion programme, semester exchange programme, dual degree programme, summer schools, etc.

3.4.15 Quality of life on campus

With the main campus situated in a rural environment SIU offers good facilities in both urban and semi-urban settings.

3.4.16 Brand building activities

The recent media events are a part of a continuous process which has enabled SIU to build up a very strong brand for itself; the examples of such events are as mentioned.
- Her Excellency the President of India Mrs. Prathibha Patil's address at the 8th convocation at SIU Lavale campus.
• 19th Devang Mehta Business School Award for outstanding contribution to education.

• SIU’s MOU with Nanyang Technological University (NTU) Singapore.

• Lectures by Dr. Kiran Bedi and Mr. Arun Shourie’s lectures and visit to the new Lavale campus as a part of the ‘Festival of Thinkers’

3.4.17 Industry interaction

• Collaborations and joint projects.

• Internship and placements.

3.4.18 Social welfare responsibility initiatives

SIU community services include:

• Social welfare initiatives undertaken by Symbiosis law school:

• Legal aid to orphans and accident victims and villagers.

• Training on communication skills for employment to SC/ST students through CII.

• Social welfare initiatives undertaken by SIBM Pune

• Classroom training to elected members of Zilla parishad and Gram panchayat.

• Training of business related activities to self help groups through virtual center.

• Tie up with NGO rehabilitation center for women in Mundwah.

• Social welfare initiatives undertaken by Symbiosis institute of geo informatics.

• Afforestation drive at SIU campus and cantonment area.

3.4.19 Participation in education fairs

SIU does participate in road shows for their respective institutions and education programmes.

3.4.20 Student composition

SIU has who come from all Indian states and from more than 60 different countries. The student composition has Indian, NRI, PIO and Foreign students. There were 708 International students during 2010-11 and 707 in 2011-12 33. (For details please see Tables 3.1 A1 and 3.1A2)
Table 3.2 A1: International Students Enrolled in Symbiosis International University

<table>
<thead>
<tr>
<th>Number of Foreign Students Enrolled</th>
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<tbody>
<tr>
<td>2010-11</td>
</tr>
<tr>
<td>Boys</td>
</tr>
<tr>
<td>373</td>
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</table>

Source: Symbiosis International University (Deemed University), Pune

Table 3.2 A2: International students enrolled country-wise in Symbiosis International University

<table>
<thead>
<tr>
<th>Name of Country</th>
<th>Number of Foreign Students Enrolled</th>
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<tr>
<td>2010-11</td>
<td>2011-12</td>
</tr>
<tr>
<td>Boys</td>
<td>Girls</td>
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<td>Afghanistan</td>
<td>4</td>
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<tr>
<td>Australia</td>
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<td>Bahrain</td>
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<td>Bangladesh</td>
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<td>Belgium</td>
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<td>Burundi</td>
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<td>Cameroon</td>
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<td>Canada</td>
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<td>China</td>
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<td>Congo</td>
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<td>Egypt</td>
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<td>Fiji</td>
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<td>Ivory Coast</td>
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<td>Japan</td>
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<td>Zimbabwe</td>
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</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>373</strong></td>
</tr>
</tbody>
</table>

Source: Symbiosis International University (Deemed University), Pune

The composition of foreign/ NRI students consists of representation from developed as well as developing countries, the largest number of enrolled foreign students are from the gulf region, from countries such as UAE, Kuwait, Saudi Arabia, Oman, Qatar and Yemen. The other prominent representation of students is from Nepal.

**Main reference websites**
1. www.siberindia.co.in
2. www.siu.edu.in
3. www.sibm.net.in
4. www.dypatiluniversity.org
5. www.dpu.edu.in