

Admissions Committee

K J Somaiya Institute of Management



Vision

To put K J Somaiya Institute of Management in the league of premier B-Schools of the country



Mission

- To engage in brand management activities to help scale the brand of K J Somaiya Institute of Management
- To facilitate a smooth and seamless journey from being an aspirant to becoming a student at the institute

Roles & Responsibilities

- The face of K J Somaiya Institute of Management to every season of hopeful aspirants
- A team comprising of nearly 80 students, faculty and staff managing the entire admissions process
- Strategizes and implements online and offline marketing activities for brand management of the institute
- Undertakes budgeting, cost benefit analysis and leads initiatives that shape perception of the institute
- Runs year-round engagement to support and guide aspirants throughout their journey
- Networks with internal and external stakeholders important to enhance the institute's brand value

- The Admissions Committee (AdCom) organises the GD-PI process in 15+ centres across the country for 5000+ aspirants, effectively making it the largest event held by the institute in terms of scale
- ‘Roobaroo’ is an informal ice-breaking event held in major cities of India annually for the incoming batch of students to interact with their peers and seniors before joining the institute
- In the past academic year, AdCom collaborated with ET Now for creating a promotional video film “Crafting India’s Future Business Leaders” that was broadcasted on their television channel
- AdCom also partnered with GMAC to produce a promotional video to make aspirants aware of GMAT as a qualifying exam for admission into the institute
- A total of 4 videos, focusing on career opportunities, interview and general tips as well as B-School students committees, were created in collaboration with InsideIIM, an MBA students’ community platform

- AdCom deals with third-party client engagement i.e. from onboarding to closing the deals with web portals
- Handles paid web analytics of all the online marketing communications that the institute engages in
- Formulates and executes paid as well as organic campaigns across several digital platforms
- Creates valuable, relevant and consistent content for various engagement platforms like official website, mailers, web portals and social media
- Conceptualises and designs all the multimedia content used for various promotional activities in the form of social media posts, designs for brochures, magazines, posters, banners, standees, flyers etc.
- Ensures the upkeep and maintenance of the institute's website

Activities in the Covid Era

- The onset of the pandemic posed great challenges to the working of the committee as the admissions for the 2020-22 were yet to be concluded
- The Admissions Committee successfully overcame the challenges and adapted itself to the virtual world and concluded the admissions for 2020-22 successfully
- As against our wishes the entire year seemed to be online and the committee was ready to take on yet another challenge
- The selection process for the Full-Time MBA was conducted virtually for the very first time for the Batch of 2021-23
- Our team accomplished the task of conducting 7000+ processes across 900 virtual calls in less than 20 days
- The adaptability and dedication exhibited by the team was the key to the success

Committee Leadership Team

Name	Designation	Email ID
Dr. Shailaja Karve	Chairperson- Admissions	shailaja@somaiya.edu
Karanbir Singh Chadha	Convener	karanbir.c@somaiya.edu
Kumar Devank	Co - Convener	kumar.devank@somaiya.edu
Avni Saraf	Co - Convener	avni.saraf@somaiya.edu

Thank You

simsr.somaiya.edu

